

Midlands Authority for Conventions, Sports & Tourism in Conj. with Columbia Metropolitan Convention & Visitors Bureau

Statement of Revenues and Expenditures - Budget Only

901 - Midlands Authority

From 7/1/2023 Through 6/30/2024

		Fiscal Year 2023-2024 Budget
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	Transfers In	
4600	Transferred in from CVB	632,096.00
4601	Transferred in from CMCC	632,096.00
	Total Transfers In	<hr/> 1,264,192.00
	Total Revenue & Transfers	<hr/> 1,264,192.00
	Expenditures	
	Personnel Expenses	
5001	Salaries - FT Administration	614,865.00
5040	Personnel Contingency	6,203.00
5050	Payroll Tax Expense	49,189.00
5055	Retirement - 401k	24,595.00
5060	Health Insurance	90,401.00
5061	Dental Insurance	3,948.00
5062	Life & Disability Insurance	9,894.00
5063	Vision Insurance	420.00
5070	Workers Compensation	1,489.00
5071	Unemployment Insurance	1,516.00
5075	Incentives	62,521.00
5076	Auto Allowance	18,600.00
	Total Personnel Expenses	<hr/> 883,641.00
	Contract Labor	
5080	Contract Labor	5,000.00
	Total Contract Labor	<hr/> 5,000.00
	Professional Fees	
5085	Professional Legal Fees	10,000.00
5086	Professional Service Fees	35,660.00
5087	Employee Recruitment	4,000.00
5090	Audit Fees	17,950.00
	Total Professional Fees	<hr/> 67,610.00
	Program Expenses	
5112	Partner & Community Relations	32,520.00
	Total Program Expenses	<hr/> 32,520.00
	Occupancy Expense	
5300	Office Space Rental	31,500.00
5305	Warehouse/Additional Storage	2,856.00
	Total Occupancy Expense	<hr/> 34,356.00
	Operating Expenses	
5310	Utilities	4,680.00
5313	Telephone	18,859.00
5315	General Insurance	7,500.00
5322	Office Equipment Lease	4,291.00
5325	Computer Expense & Maintenance	44,135.00
5340	Postage	1,005.00
5341	Printing	5,627.00
5342	Office Supplies	8,570.00
	Total Operating Expenses	<hr/> 94,667.00
	Other Operating Expenses	
5400	Contract Building Service	8,472.00
5415	Parking	4,200.00
5416	Membership Dues & Subscriptions	7,141.00
5427	Employee Travel, Meals & Accomodations	33,650.00
5428	Employee Relations	34,400.00

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Bureau

Statement of Revenues and Expenditures - Budget Only

901 - Midlands Authority

From 7/1/2023 Through 6/30/2024

		Fiscal Year 2023-2024 Budget
5429	Uniforms	1,300.00
5430	Employee Training & Development	45,735.00
5435	Payroll Processing Fees	11,500.00
	Total Other Operating Expenses	146,398.00
	Total Expenditures	1,264,192.00
	Total Expenditures & Transfers	1,264,192.00
	Net Income +/- (After Transfers)	0.00
	Net Income +/-	0.00

Midlands Authority for Conventions, Sports & Tourism in Conj. with Columbia Metropolitan Convention & Visitors Bureau

Statement of Revenues and Expenditures - Budget Only
902 - Experience Columbia SC (CVB)

From 7/1/2023 Through 6/30/2024

		Fiscal Year 2023-2024 Budget
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Revenue		
Intergovernmental Revenue		
4000	City of Columbia - Accom Tax	2,300,000.00
4001	Richland County - Accom Tax	275,000.00
4002	City of West Columbia - Accom Tax	15,000.00
4004	Cayce - Accom Tax	18,135.00
4005	Town of Lexington - Accom Tax	40,000.00
4006	Lexington County - Accom Tax	40,000.00
4021	Richland County - Hospitality Tax	<u>275,000.00</u>
Total Intergovernmental Revenue		2,963,135.00
Investment Income		
4207	Interest Earned	<u>50,580.00</u>
Total Investment Income		50,580.00
Other Income		
4205	Visitor Center Merchandise	9,000.00
4400	Appropriation PY Unassigned Net Position	<u>106,868.00</u>
Total Other Income		<u>115,868.00</u>
Total Revenue		<u>3,129,583.00</u>
Total Revenue & Transfers		<u>3,129,583.00</u>
Expenditures		
Personnel Expenses		
5002	Salaries - FT Sales & Marketing	736,420.00
5021	Salaries - PT Sales & Marketing	52,144.00
5040	Personnel Contingency	9,199.00
5050	Payroll Tax Expense	63,085.00
5055	Retirement - 401k	31,543.00
5060	Health Insurance	132,963.00
5061	Dental Insurance	6,780.00
5062	Life & Disability Insurance	12,189.00
5070	Workers Compensation	3,055.00
5071	Unemployment Insurance	2,185.00
5075	Incentives	79,100.00
5076	Auto Allowance	<u>7,200.00</u>
Total Personnel Expenses		1,135,863.00
Contract Labor		
5080	Contract Labor	<u>8,150.00</u>
Total Contract Labor		8,150.00
Professional Fees		
5086	Professional Service Fees	<u>16,000.00</u>
Total Professional Fees		16,000.00
Program Expenses		
5100	Client Recruitment & Entertainment	10,000.00
5112	Partner & Community Relations	<u>20,000.00</u>
Total Program Expenses		30,000.00
Marketing, Advertising & Publications		
5200	Marketing & Advertising	179,000.00
5201	Targeted Digital Advertising	336,500.00
5202	Meeting Advertising	75,000.00
5204	Municipality Specific Marketing	52,000.00
5210	Public Relations	<u>86,925.00</u>
Total Marketing, Advertising & Publications		729,425.00
Occupancy Expense		

Midlands Authority for Conventions, Sports & Tourism in Conj. with Columbia Metroplitan Convention & Visitors Bureau

Statement of Revenues and Expenditures - Budget Only

902 - Experience Columbia SC (CVB)

From 7/1/2023 Through 6/30/2024

		Fiscal Year 2023-2024 Budget
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5300	Office Space Rental	25,704.00
	Total Occupancy Expense	25,704.00
	Operating Expenses	
5310	Utilities	7,000.00
5313	Telephone	6,168.00
5320	Repairs & Maintenance	22,600.00
5321	Maintenance Supplies	1,225.00
5322	Office Equipment Lease	8,920.00
5325	Computer Expense & Maintenance	22,610.00
5327	Website Enhancements	135,479.00
5340	Postage	21,066.00
5341	Printing	10,940.00
5342	Office Supplies	4,200.00
	Total Operating Expenses	240,208.00
	Other Operating Expenses	
5400	Contract Building Service	40,283.00
5415	Parking	5,000.00
5416	Membership Dues & Subscriptions	24,769.00
5424	Visitors Center Merchandise	9,000.00
5425	Promotional Materials	37,150.00
5426	Collateral Materials	90,000.00
5427	Employee Travel, Meals & Accomodations	33,600.00
5429	Uniforms	3,700.00
5430	Employee Training & Development	29,435.00
5435	Payroll Processing Fees	6,000.00
5436	Banking & Merchant Fees	2,000.00
	Total Other Operating Expenses	280,937.00
	Total Expenditures	2,466,287.00
	Transfers Out	
5700	Transferred out to Authority	632,096.00
	Total Transfers Out	632,096.00
	Total Expenditures & Transfers	3,098,383.00
	Net Income +/- (After Transfers)	31,200.00
	Non-Cash Expenses	
5405	Depreciation	31,200.00
	Total Non-Cash Expenses	31,200.00
	Net Income +/-	0.00

Midlands Authority for Conventions, Sports & Tourism in Conj. with Columbia Metropolitan Convention & Visitors Bureau

Statement of Revenues and Expenditures - Budget Only

903 - Experience Columbia SC (Sports)

From 7/1/2023 Through 6/30/2024

		Fiscal Year 2023-2024 Budget
	Revenue	
	Intergovernmental Revenue	
4005	Town of Lexington - Accom Tax	10,000.00
4006	Lexington County - Accom Tax	25,000.00
4020	City of Columbia - Hospitality Tax	50,000.00
	Total Intergovernmental Revenue	85,000.00
	Other Income	
4430	Special Event Marketing	25,000.00
	Total Other Income	25,000.00
	Total Revenue	110,000.00
	Transfers In	
4602	Transferred in from DM	400,000.00
	Total Transfers In	400,000.00
	Total Revenue & Transfers	510,000.00
	Expenditures	
	Personnel Expenses	
5002	Salaries - FT Sales & Marketing	138,613.00
5040	Personnel Contingency	5,594.00
5050	Payroll Tax Expense	11,089.00
5055	Retirement - 401k	5,545.00
5060	Health Insurance	23,124.00
5061	Dental Insurance	1,128.00
5062	Life & Disability Insurance	2,349.00
5070	Workers Compensation	685.00
5071	Unemployment Insurance	2,991.00
5075	Incentives	15,000.00
5076	Auto Allowance	4,800.00
	Total Personnel Expenses	210,918.00
	Program Expenses	
5100	Client Recruitment & Entertainment	15,000.00
5111	Convention Recruitment Fund	96,848.00
5112	Partner & Community Relations	15,000.00
	Total Program Expenses	126,848.00
	Marketing, Advertising & Publications	
5200	Marketing & Advertising	66,500.00
	Total Marketing, Advertising & Publications	66,500.00
	Occupancy Expense	
5300	Office Space Rental	8,033.00
	Total Occupancy Expense	8,033.00
	Operating Expenses	
5313	Telephone	720.00
5327	Website Enhancements	12,496.00
5334	Tradeshows	19,540.00
5335	Tradeshow/Event Sponsorship	14,000.00
5341	Printing	400.00
5342	Office Supplies	500.00
	Total Operating Expenses	47,656.00
	Other Operating Expenses	
5415	Parking	1,200.00
5416	Membership Dues & Subscriptions	6,445.00
5425	Promotional Materials	10,000.00

Midlands Authority for Conventions, Sports & Tourism in Conj. with Columbia Metropolitan Convention & Visitors
Bureau

Statement of Revenues and Expenditures - Budget Only

903 - Experience Columbia SC (Sports)

From 7/1/2023 Through 6/30/2024

		Fiscal Year 2023-2024 Budget
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5427	Employee Travel, Meals & Accomodations	28,400.00
5430	Employee Training & Development	4,000.00
		<hr/>
		50,045.00
		<hr/>
		510,000.00
		<hr/>
		510,000.00
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		0.00
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		0.00
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Midlands Authority for Conventions, Sports & Tourism in Conj. with Columbia Metropolitan Convention & Visitors
Bureau

Statement of Revenues and Expenditures - Budget Only

904 - Columbia Metropolitan Convention Center

From 7/1/2023 Through 6/30/2024

		Fiscal Year 2023-2024 Budget
	Revenue	
	Intergovernmental Revenue	
4025	Richland County Tourism Development	750,000.00
4045	City of Columbia Tourism Development	2,750,000.00
4360	Capital Reserves	1,320,000.00
	Total Intergovernmental Revenue	4,820,000.00
	Investment Income	
4207	Interest Earned	13,200.00
	Total Investment Income	13,200.00
	Event Revenue	
4300	Rental	850,000.00
4305	Food Service	1,500,000.00
4306	Equipment Rental	225,000.00
4307	Utilities Revenue	220,000.00
4308	Labor Revenue	40,000.00
4309	Audio Visual Revenue	100,000.00
	Total Event Revenue	2,935,000.00
	Total Revenue	7,768,200.00
	Total Revenue & Transfers	7,768,200.00
	Expenditures	
	Personnel Expenses	
5001	Salaries - FT Administration	193,461.00
5002	Salaries - FT Sales & Marketing	177,916.00
5003	Salaries - FT Operations	821,417.00
5004	Salaries - FT Engineering	207,062.00
5020	Salaries - PT Administration	62,265.00
5022	Salaries - PT Operations	126,959.00
5040	Personnel Contingency	26,257.00
5050	Payroll Tax Expense	127,126.00
5055	Retirement - 401k	63,563.00
5060	Health Insurance	311,368.00
5061	Dental Insurance	14,712.00
5062	Life & Disability Insurance	22,391.00
5070	Workers Compensation	31,915.00
5071	Unemployment Insurance	4,536.00
5075	Incentives	122,000.00
5076	Auto Allowance	4,800.00
	Total Personnel Expenses	2,317,748.00
	Contract Labor	
5080	Contract Labor	207,500.00
	Total Contract Labor	207,500.00
	Professional Fees	
5085	Professional Legal Fees	75,000.00
5086	Professional Service Fees	53,500.00
5088	Expansion Services	75,000.00
	Total Professional Fees	203,500.00
	Program Expenses	
5100	Client Recruitment & Entertainment	13,350.00
5111	Convention Recruitment Fund	10,000.00
5112	Partner & Community Relations	6,200.00
	Total Program Expenses	29,550.00
	Event Expense	

Midlands Authority for Conventions, Sports & Tourism in Conj. with Columbia Metroplitan Convention & Visitors Bureau

Statement of Revenues and Expenditures - Budget Only

904 - Columbia Metropolitan Convention Center

From 7/1/2023 Through 6/30/2024

		Fiscal Year 2023-2024 Budget
5118	Decorating	6,500.00
5120	Equipment Rental	7,000.00
5130	Event Expense	<u>5,000.00</u>
	Total Event Expense	18,500.00
	Marketing, Advertising & Publications	
5200	Marketing & Advertising	<u>123,284.00</u>
	Total Marketing, Advertising & Publications	123,284.00
	Occupancy Expense	
5305	Warehouse/Additional Storage	<u>25,202.00</u>
	Total Occupancy Expense	25,202.00
	Operating Expenses	
5310	Utilities	502,211.00
5313	Telephone	7,794.00
5315	General Insurance	150,000.00
5320	Repairs & Maintenance	92,450.00
5321	Maintenance Supplies	175,500.00
5322	Office Equipment Lease	14,225.00
5325	Computer Expense & Maintenance	311,817.00
5326	Technology	336,142.00
5327	Website Enhancements	25,884.00
5334	Tradeshows	55,300.00
5335	Tradeshow/Event Sponsorship	10,150.00
5340	Postage	121.00
5341	Printing	12,445.00
5342	Office Supplies	6,000.00
5343	Maintenance Supplies	<u>3,000.00</u>
	Total Operating Expenses	1,703,039.00
	Other Operating Expenses	
5400	Contract Building Service	294,213.00
5412	Furniture Fixtures & Equipment	347,000.00
5413	Capital Reserves	1,320,000.00
5415	Parking	1,000.00
5416	Membership Dues & Subscriptions	8,329.00
5420	Sales & Use Tax	5,000.00
5425	Promotional Materials	13,000.00
5427	Employee Travel, Meals & Accomodations	34,441.00
5429	Uniforms	9,150.00
5430	Employee Training & Development	20,648.00
5436	Banking & Merchant Fees	10,000.00
5438	Vehicle Maintenance	<u>20,000.00</u>
	Total Other Operating Expenses	<u>2,082,781.00</u>
	Total Expenditures	<u>6,711,104.00</u>
	Transfers Out	
5700	Transferred out to Authority	<u>632,096.00</u>
	Total Transfers Out	<u>632,096.00</u>
	Total Expenditures & Transfers	<u>7,343,200.00</u>
	Net Income +/- (After Transfers)	<u>425,000.00</u>
	Non-Cash Expenses	
5405	Depreciation	425,000.00

Midlands Authority for Conventions, Sports & Tourism in Conj. with Columbia Metroplitan Convention & Visitors
Bureau

Statement of Revenues and Expenditures - Budget Only
904 - Columbia Metropolitan Convention Center
From 7/1/2023 Through 6/30/2024

	Fiscal Year 2023-2024 Budget
Total Non-Cash Expenses	425,000.00
Net Income +/-	0.00

Midlands Authority for Conventions, Sports & Tourism in Conj. with Columbia Metropolitan Convention & Visitors Bureau

Statement of Revenues and Expenditures - Budget Only

905 - Destination Marketing

From 7/1/2023 Through 6/30/2024

		Fiscal Year 2023-2024 Budget
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	Revenue	
	Program Revenue	
4100	Desination Marketing Fee - (Hotel Rooms)	1,800,000.00
4103	SC Parks, Recreation, & Tourism	800,000.00
4104	Co-op Special Project	25,000.00
4105	Governor's Carol Lighting	<u>13,000.00</u>
	Total Program Revenue	2,638,000.00
	Investment Income	
4207	Interest Earned	<u>85,000.00</u>
	Total Investment Income	85,000.00
	Other Income	
4400	Appropriation PY Unassigned Net Position	<u>464,387.00</u>
	Total Other Income	<u>464,387.00</u>
	Total Revenue	<u>3,187,387.00</u>
	 Total Revenue & Transfers	 <u>3,187,387.00</u>
	Expenditures	
	Personnel Expenses	
5002	Salaries - FT Sales & Marketing	290,489.00
5040	Personnel Contingency	6,199.00
5050	Payroll Tax Expense	23,239.00
5055	Retirement - 401k	11,620.00
5060	Health Insurance	52,029.00
5061	Dental Insurance	2,832.00
5062	Life & Disability Insurance	4,630.00
5070	Workers Compensation	854.00
5071	Unemployment Insurance	353.00
5075	Incentives	31,100.00
5076	Auto Allowance	<u>2,400.00</u>
	Total Personnel Expenses	425,745.00
	Contract Labor	
5080	Contract Labor	<u>2,000.00</u>
	Total Contract Labor	2,000.00
	Program Expenses	
5100	Client Recruitment & Entertainment	15,000.00
5111	Convention Recruitment Fund	125,000.00
5112	Partner & Community Relations	<u>33,250.00</u>
	Total Program Expenses	173,250.00
	Marketing, Advertising & Publications	
5200	Marketing & Advertising	725,000.00
5202	Meeting Advertising	92,238.00
5203	Content Development	127,500.00
5211	Online Booking Engine	24,220.00
5212	Governor's Carol Lighting	13,000.00
5215	Hotel DMF Partner Ads	720,000.00
5216	Special Events	25,000.00
5218	Market Research	<u>98,224.00</u>
	Total Marketing, Advertising & Publications	1,825,182.00
	Operating Expenses	
5315	General Insurance	9,800.00
5334	Tradeshows	128,650.00
5335	Tradeshow/Event Sponsorship	34,000.00
5340	Postage	5,000.00

Midlands Authority for Conventions, Sports & Tourism in Conj. with Columbia Metropolitan Convention & Visitors
Bureau

Statement of Revenues and Expenditures - Budget Only

905 - Destination Marketing

From 7/1/2023 Through 6/30/2024

		Fiscal Year 2023-2024 Budget
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5341	Printing	1,500.00
	Total Operating Expenses	178,950.00
	Other Operating Expenses	
5400	Contract Building Service	91,700.00
5416	Membership Dues & Subscriptions	11,560.00
5425	Promotional Materials	15,000.00
5426	Collateral Materials	1,500.00
5427	Employee Travel, Meals & Accommodations	55,000.00
5436	Banking & Merchant Fees	6,000.00
5438	Vehicle Maintenance	1,500.00
	Total Other Operating Expenses	182,260.00
	Total Expenditures	2,787,387.00
		<hr/>
	Transfers Out	
5701	Transferred out Sports	400,000.00
	Total Transfers Out	400,000.00
		<hr/>
	Total Expenditures & Transfers	3,187,387.00
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	Net Income +/- (After Transfers)	0.00
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	Net Income +/-	0.00
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