Costa Mesa Conference & Visitor Bureau
Budget vs. Actual
September 2013

	Sept. '13	Budget	Variance	Variance Explanation
INCOME				
3% BIA	211,218.38	233,344.00	-22,125.62	
Interest Income	244.12	200.00	44.12	
TOTAL INCOME	211,462.50	233,544.00	-22,081.50	
ADMIN EXPENSES				
Accounting	0.00	7,500.00	-7,500.00	
Bank charges	5.00	25.00	-20.00	
City Collection	2,112.18	2,357.00	-244.82	
Dues & Subscriptions	0.00	0.00	0.00	
Insurance	0.00	0.00	0.00	
Legal	118,851.79	40,000.00	78,851.79	Fiscal YTD over budget $42k, funds over budget will be pulled from contingency fund
Office Supplies	74.92	500.00	-425.08	
Parking	330.50	150.00	180.50	daily parking for court case for PLF
Postage	37.00	150.00	-113.00	
Recruiting	0.00	0.00	0.00	
Rent	3,082.69	3,082.69	0.00	
Repairs	0.00	0.00	0.00	
Telephone	522.03	565.00	-42.97	
Travel	6,001.54	5,600.00	401.54	OCVA China trip (train tickets, transportation, and meals for PLF & KG)
Mileage	62.18	216.00	-153.82	
Meetings & Conferences	294.83	375.00	-80.17	
TOTAL ADMIN EXPENSES	131,374.66	60,520.69	70,853.97	
EMPLOYEE EXPENSES				
401k Bureau Contribution	692.12	726.72	-34.60	
Incentives	0.00	0.00	0.00	
Workers Compensation	172.62	200.00	-27.38	
Benefits	462.00	500.00	-38.00	
Payroll Service	604.68	700.00	-95.32	
Payroll Taxes	1,687.48	2,000.00	-312.52	
Salaries	23,070.82	24,224.36	-1,153.54	
TOTAL EMPLOYEE EXPENSES	26,689.72	28,351.08	-1,661.36	
HOTEL MARKETING FUNDS	** Hotels that go over their monthly budgeted amount have saved funds from a previous month. Bureau verifies accrued amounts prior to approving invoices.*			
Ayres Hotel & Suites	1,449.08	3,550.00	-2,100.92	
Best Western Newport Mesa Inn	0.00	1,212.50	-1,212.50	
Hilton	2,707.20	6,075.00	-3,367.80	
Holiday Inn Express	0.00	775.00	-775.00	
Crowne Plaza	0.00	2,812.50	-2,812.50	
Marriott	3,806.96	3,162.50	644.46	
Ramada	0.00	1,750.00	-1,750.00	
Residence Inn	701.76	1,800.00	-1,098.24	
Westin	5,007.65	4,912.50	95.15	
Wyndham	0.00	2,975.00	-2,975.00	
TOTAL HOTEL MARKETING FUNDS	13,672.65	29,025.00	-15,352.35	
MARKETING EXPENSES				
Mutual Advantage Certificates	577.26	500.00	77.26	
Promotions	3,737.39	5,750.00	-2,012.61	
Community/Sponsorships	98,092.03	13,667.00	84,425.03	Board approved paying city fund invoices from 60th lump sum vs. spreading throughout fiscal YTD
Brochures/Print Advertising	0.00	1,850.00	-1,850.00	
Fam Tours	0.00	10,000.00	-10,000.00	
Online Marketing/Ad Agency	87,986.50	52,673.00	35,313.50	Fiscal YTD under budget $16k
Photography	0.00	0.00	0.00	
Video Production	400.00	30,000.00	-29,600.00	
Tradeshow	0.00	1,000.00	-1,000.00	
TOTAL MARKETING EXPENSES	190,793.18	115,440.00	75,353.18	
TOTAL EXPENSE	362,530.21	233,336.77	129,193.44	
NET INCOME	-151,067.71	207.23	-151,274.94	Fiscal YTD we have $13k in net income taken to the bank

Costa Mesa Conference & Visitor Bureau
Budget vs. Actual
October 2013

	Oct. '13	Budget	Variance	Variance Explanation
INCOME				
3% BIA	253,470.71	202,730.00	50,740.71	
Interest Income	230.33	200.00	30.33	
TOTAL INCOME	253,701.04	202,930.00	50,771.04	
ADMIN EXPENSES				
Accounting	0.00	0.00	0.00	
Bank charges	20.00	25.00	-5.00	
City Collection	2,534.70	2,047.00	487.70	
Dues & Subscriptions	0.00	0.00	0.00	
Insurance	0.00	0.00	0.00	
Legal	114,127.41	40,000.00	74,127.41	Fiscal YTD over budget $116k, funds over budget will be pulled from contingency fund
Office Supplies	370.37	150.00	220.37	Quarterly copier charges (fiscal YTD under budget by $900)
Parking	551.50	195.00	356.50	parking for court case
Postage	3.44	150.00	-146.56	
Recruiting	694.00	0.00	694.00	posting marketing manager job (careerbuilder & linkedin)
Rent	3,126.64	3,082.69	43.95	copier rental increase
Repairs	0.00	0.00	0.00	
Telephone	478.54	565.00	-86.46	
Travel	5,889.57	0.00	5,889.57	OCVA China trip
Mileage	225.94	216.00	9.94	
Meetings & Conferences	1,195.89	975.00	220.89	registration for Industry Outlook Conf.
TOTAL ADMIN EXPENSES	129,218.00	47,405.69	81,812.31	
EMPLOYEE EXPENSES				
401k Bureau Contribution	1,038.18	726.72	311.46	three pay periods in Nov., Paychex pulled funds on 10.31 for Nov. 1 payroll
Incentives	0.00	0.00	0.00	
Workers Compensation	263.55	200.00	63.55	
Benefits	462.00	500.00	-38.00	
Payroll Service	907.02	700.00	207.02	
Payroll Taxes	2,530.47	2,000.00	530.47	
Salaries	34,606.23	24,224.36	10,381.87	
TOTAL EMPLOYEE EXPENSES	39,807.45	28,351.08	11,456.37	Nov. payroll will be under budget
HOTEL MARKETING FUNDS	** Hotels that go over their monthly budgeted amount have saved funds from a previous month. Bureau verifies accrued amounts prior to approving invoices.*			
Ayres Hotel & Suites	0.00	3,550.00	-3,550.00	
Best Western Newport Mesa Inn	0.00	1,212.50	-1,212.50	
Hilton	18,387.90	6,075.00	12,312.90	
Holiday Inn Express	0.00	775.00	-775.00	
Crowne Plaza	100.00	2,812.50	-2,712.50	
Marriott	5,802.52	3,162.50	2,640.02	
Ramada	0.00	1,750.00	-1,750.00	
Residence Inn	3,226.32	1,800.00	1,426.32	
Westin	0.00	4,912.50	-4,912.50	
Wyndham	0.00	2,975.00	-2,975.00	
TOTAL HOTEL MARKETING FUNDS	27,516.74	29,025.00	-1,508.26	
MARKETING EXPENSES				
Mutual Advantage Certificates	382.95	500.00	-117.05	
Promotions	51,421.50	50,000.00	1,421.50	bags for China OCVA trip gifts, AMEX gift card 2nd allotment
Community/Sponsorships	0.00	13,667.00	-13,667.00	
Brochures/Print Advertising	0.00	1,850.00	-1,850.00	
Fam Tours	1,806.87	0.00	1,806.87	Food & Travel Mexico magazine fam trip (fiscal YTD under budget $8k for this line item)
Online Marketing/Ad Agency	7,244.23	30,749.00	-23,504.77	
Photography	0.00	0.00	0.00	
Video Production	100.00	0.00	100.00	
Tradeshow	150.00	1,175.00	-1,025.00	
TOTAL MARKETING EXPENSES	61,105.55	97,941.00	-36,835.45	
TOTAL EXPENSE	257,647.74	202,722.77	54,924.97	
NET INCOME	-3,946.70	207.23	-4,153.93	Fiscal YTD we have $9k in net income taken to the bank

Costa Mesa Conference & Visitor Bureau
Budget vs. Actual
July 2013 through June 2014

	Jul '13 Actual	Budget	Aug '13 Actual	Budget	Sep '13 Actual	Budget	Oct '13 Actual	Budget	Variance	Variance Explaination
Income										
3% BIA	198,412.13	166,230.00	210,830.39	196,819.00	211,218.38	233,344.00	253,470.71	202,730.00	50,740.71	
Interest Income	268.05	200.00	253.13	200.00	244.12	200.00	230.33	200.00	30.33	
Total Income	198,680.18	166,430.00	211,083.52	197,019.00	211,462.50	233,544.00	253,701.04	202,930.00	50,771.04	
Expense										
Admin Expenses										
Accounting	0.00	0.00	0.00	0.00	0.00	7,500.00	0.00	0.00	0.00	
Bank charges	0.00	25.00	0.00	25.00	5.00	25.00	20.00	25.00	-5.00	
City Collection	1,984.12	1,679.00	2,108.30	1,988.00	2,112.18	2,357.00	2,534.70	2,047.00	487.70	
Dues & Subscriptions	0.00	0.00	0.00	2,400.00	0.00	0.00	0.00	0.00	0.00	
Insurance	1,527.00	4,450.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Legal	14,639.63	35,000.00	23,903.10	40,000.00	118,851.79	40,000.00	114,127.41	40,000.00	74,127.41	Fiscal YTD over budget $116k, funds over budget will be pulled from contingency fund
Office Supplies	536.46	800.00	130.28	600.00	74.92	500.00	370.37	150.00	220.37	Quarterly copier charges (fiscal YTD under budget by $900)
Parking	192.25	770.00	904.50	275.00	330.50	150.00	551.50	195.00	356.50	parking for court case
Postage	155.28	150.00	14.97	150.00	37.00	150.00	3.44	150.00	-146.56	
Recruiting	0.00	0.00	0.00	0.00	0.00	0.00	694.00	0.00	694.00	posting marketing manager job (careerbuilder & linkedin)
Rent	3,092.69	3,082.69	3,082.69	3,082.69	3,082.69	3,082.69	3,126.64	3,082.69	43.95	copier rental increase
Repairs	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Telephone	583.54	565.00	336.06	565.00	522.03	565.00	478.54	565.00	-86.46	
Travel	0.00	0.00	10,115.39	2,500.00	6,001.54	5,600.00	5,889.57	0.00	5,889.57	OCVA China trip
Mileage	77.90	216.00	175.83	216.00	62.18	216.00	225.94	216.00	9.94	
Meetings & Conferences	961.05	375.00	2,200.50	975.00	294.83	375.00	1,195.89	975.00	220.89	registration for Industry Outlook Conf.
Total Admin Expense	23,749.92	47,112.69	42,971.62	52,776.69	131,374.66	60,520.69	129,218.00	47,405.69	81,812.31	
Employee Expenses										
401k Bureau Contribution	692.12	726.72	692.12	726.72	692.12	726.72	1,038.18	726.72	311.46	
Incentives	0.00	25,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Workers Compensation	177.22	200.00	177.22	200.00	172.62	200.00	263.55	200.00	63.55	three pay periods in Nov., Paychex pulled funds on 10.31 for Nov. 1 payroll
Benefits	448.00	500.00	462.00	500.00	462.00	500.00	462.00	500.00	-38.00	
Payroll Service	604.68	700.00	604.68	700.00	604.68	700.00	907.02	700.00	207.02	
Payroll Taxes	1,702.68	2,000.00	1,702.68	2,000.00	1,687.48	2,000.00	2,530.47	2,000.00	530.47	
Salaries	23,070.82	24,224.36	23,070.82	24,224.36	23,070.82	24,224.36	34,606.23	24,224.36	10,381.87	
Total Employee Expenses	26,695.52	53,351.08	26,709.52	28,351.08	26,689.72	28,351.08	39,807.45	28,351.08	11,456.37	Nov. payroll will be under budget
Hotel Marketing Funds										
Ayres Hotel & Suites	0.00	3,550.00	0.00	3,550.00	1,449.08	3,550.00	0.00	3,550.00	-3,550.00	
Best Western	0.00	1,212.50	0.00	1,212.50	0.00	1,212.50	0.00	1,212.50	-1,212.50	
Hilton	450.00	6,075.00	2,698.45	6,075.00	2,707.20	6,075.00	18,387.90	6,075.00	12,312.90	
Holiday Inn Express	0.00	775.00	0.00	775.00	0.00	775.00	0.00	775.00	-775.00	
Crowne Plaza	0.00	2,812.50	0.00	2,812.50	0.00	2,812.50	100.00	2,812.50	-2,712.50	
Marriott	2,462.52	3,162.50	155.62	3,162.50	3,806.96	3,162.50	5,802.52	3,162.50	2,640.02	
Ramada	0.00	1,750.00	0.00	1,750.00	0.00	1,750.00	0.00	1,750.00	-1,750.00	
Residence Inn	777.04	1,800.00	320.00	1,800.00	701.76	1,800.00	3,226.32	1,800.00	1,426.32	
Westin	4,770.47	4,912.50	23,105.62	4,912.50	5,007.65	4,912.50	0.00	4,912.50	-4,912.50	
Wyndham	0.00	2,975.00	0.00	2,975.00	0.00	2,975.00	0.00	2,975.00	-2,975.00	
Total Hotel Marketing Funds	8,460.03	29,025.00	26,279.69	29,025.00	13,672.65	29,025.00	27,516.74	29,025.00	-1,508.26	
Marketing Expenses										
Mutual Advantage Certificates	627.50	500.00	433.96	500.00	577.26	500.00	382.95	500.00	-117.05	
Promotions	9,343.41	0.00	2,810.13	5,750.00	3,737.39	5,750.00	51,421.50	50,000.00	1,421.50	bags for China OCVA trip gifts, AMEX gift card 2nd allotment
Community/ Sponsorships	14,682.97	13,667.00	53,725.00	13,667.00	98,092.03	13,667.00	0.00	13,667.00	-13,667.00	
Advertising	2,240.00	2,000.00	0.00	1,850.00	0.00	1,850.00	0.00	1,850.00	-1,850.00	
Fam Tours	0.00	0.00	0.00	0.00	0.00	10,000.00	1,806.87	0.00	1,806.87	Food & Travel Mexico magazine fam trip (fiscal YTD under budget $8k for this line item)
Online Marketing/ Ad Agency	1,886.50	20,517.00	4,186.08	37,797.00	87,986.50	52,673.00	7,244.23	30,749.00	-23,504.77	
Photography	0.00	0.00	0.00	25,000.00	0.00	0.00	0.00	0.00	0.00	
Video Production	0.00	0.00	200.00	0.00	400.00	30,000.00	100.00	0.00	100.00	
Tradeshow	150.00	0.00	0.00	2,095.00	0.00	1,000.00	150.00	1,175.00	-1,025.00	
Total Marketing Expenses	28,930.38	36,684.00	61,355.17	86,659.00	190,793.18	115,440.00	61,105.55	97,941.00	-36,835.45	
Total Bureau Expenses	87,835.85	166,172.77	157,316.00	196,811.77	362,530.21	233,336.77	257,647.74	202,722.77	54,924.97	
Net Income	110,844.33	257.23	53,767.52	207.23	-151,067.71	207.23	-3,946.70	207.23	-4,153.93	

	Nov '13 Actual	Budget	Dec '13 Actual	Budget	Jan '14 Actual	Budget	Feb '14 Actual	Budget	Mar '14 Actual	Budget	Apr '14 Actual	Budget	May '14 Actual	Budget	Jun '14 Actual	Budget	YTD TOTALS Jul '13 - Jun '14 Actuals	Budget	Variance
Income																			
3% BIA	0.00	165,930.00	0.00	220,432.00	0.00	152,632.00	0.00	144,017.00	0.00	157,055.00	0.00	166,980.00	0.00	165,994.00	0.00	160,779.00	873,931.61	2,132,942.00	-1,259,010.39
Interest Income	0.00	200.00	0.00	200.00	0.00	200.00	0.00	200.00	0.00	200.00	0.00	200.00	0.00	200.00	0.00	200.00	995.63	2,400.00	-1,404.37
Total Income	0.00	166,130.00	0.00	220,632.00	0.00	152,832.00	0.00	144,217.00	0.00	157,255.00	0.00	167,180.00	0.00	166,194.00	0.00	160,979.00	874,927.24	2,135,342.00	-1,260,414.76
Expense																			
Admin Expenses																			
Accounting	0.00	0.00	0.00	1,700.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9,200.00	-9,200.00
Bank charges	0.00	25.00	0.00	25.00	0.00	25.00	0.00	25.00	0.00	25.00	0.00	25.00	0.00	25.00	0.00	25.00	25.00	300.00	-275.00
City Collection	0.00	1,676.00	0.00	2,226.00	0.00	1,541.00	0.00	1,454.00	0.00	1,586.00	0.00	1,686.00	0.00	1,676.00	0.00	1,624.00	8,739.30	21,540.00	-12,800.70
Dues & Subscriptions	0.00	0.00	0.00	5,000.00	0.00	2,800.00	0.00	2,500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,000.00	0.00	13,700.00	-13,700.00
Insurance	0.00	0.00	0.00	0.00	0.00	100.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,527.00	4,550.00	-3,023.00
Legal	0.00	40,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	271,521.93	195,000.00	76,521.93
Office Supplies	0.00	250.00	0.00	250.00	0.00	300.00	0.00	800.00	0.00	100.00	0.00	400.00	0.00	400.00	0.00	400.00	1,112.03	4,950.00	-3,837.97
Parking	0.00	195.00	0.00	275.00	0.00	400.00	0.00	150.00	0.00	250.00	0.00	200.00	0.00	200.00	0.00	200.00	1,978.75	3,260.00	-1,281.25
Postage	0.00	150.00	0.00	150.00	0.00	150.00	0.00	150.00	0.00	150.00	0.00	150.00	0.00	150.00	0.00	150.00	210.69	1,800.00	-1,589.31
Recruiting	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	694.00	0.00	694.00
Rent	0.00	3,082.69	0.00	3,082.69	0.00	3,157.69	0.00	3,157.69	0.00	3,157.69	0.00	3,157.69	0.00	3,157.69	0.00	3,157.69	12,384.71	37,442.28	-25,057.57
Repairs	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Telephone	0.00	565.00	0.00	565.00	0.00	565.00	0.00	565.00	0.00	565.00	0.00	565.00	0.00	565.00	0.00	565.00	1,920.17	6,780.00	-4,859.83
Travel	0.00	0.00	0.00	0.00	0.00	500.00	0.00	1,200.00	0.00	2,450.00	0.00	3,250.00	0.00	0.00	0.00	3,700.00	22,006.50	19,200.00	2,806.50
Mileage	0.00	216.00	0.00	216.00	0.00	216.00	0.00	216.00	0.00	216.00	0.00	216.00	0.00	216.00	0.00	216.00	541.85	2,592.00	-2,050.15
Meetings & Conferences	0.00	800.00	0.00	4,200.00	0.00	375.00	0.00	3,300.00	0.00	1,300.00	0.00	1,400.00	0.00	800.00	0.00	1,400.00	4,652.27	16,275.00	-11,622.73
Total Admin Expense	0.00	46,959.69	0.00	17,689.69	0.00	10,129.69	0.00	13,517.69	0.00	9,799.69	0.00	11,049.69	0.00	7,189.69	0.00	12,437.69	327,314.20	336,589.28	-9,275.08
Employee Expenses																			
401k Bureau Contribution	0.00	1,090.08	0.00	726.72	0.00	726.72	0.00	726.72	0.00	726.72	0.00	726.72	0.00	1,090.08	0.00	726.72	3,114.54	9,447.36	-6,332.82
Incentives	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	25,000.00	-25,000.00
Workers Compensation	0.00	275.00	0.00	200.00	0.00	200.00	0.00	200.00	0.00	200.00	0.00	200.00	0.00	275.00	0.00	200.00	790.61	2,550.00	-1,759.39
Benefits	0.00	500.00	0.00	500.00	0.00	500.00	0.00	500.00	0.00	500.00	0.00	500.00	0.00	500.00	0.00	500.00	1,834.00	6,000.00	-4,166.00
Payroll Service	0.00	1,050.00	0.00	700.00	0.00	700.00	0.00	700.00	0.00	700.00	0.00	700.00	0.00	1,050.00	0.00	700.00	2,721.06	9,100.00	-6,378.94
Payroll Taxes	0.00	3,000.00	0.00	2,000.00	0.00	2,000.00	0.00	2,000.00	0.00	2,000.00	0.00	2,000.00	0.00	3,000.00	0.00	2,000.00	7,623.31	26,000.00	-18,376.69
Salaries	0.00	36,336.54	0.00	24,224.36	0.00	24,224.36	0.00	24,224.36	0.00	24,224.36	0.00	24,224.36	0.00	36,336.54	0.00	24,224.36	103,818.69	314,916.68	-211,097.99
Total Employee Expenses	0.00	42,251.62	0.00	28,351.08	0.00	28,351.08	0.00	28,351.08	0.00	28,351.08	0.00	28,351.08	0.00	42,251.62	0.00	28,351.08	119,902.21	393,014.04	-273,111.83
Hotel Marketing Funds																			
Ayres Hotel & Suites	0.00	3,550.00	0.00	3,550.00	0.00	3,550.00	0.00	3,550.00	0.00	3,550.00	0.00	3,550.00	0.00	3,550.00	0.00	3,550.00	1,449.08	42,600.00	-41,150.92
Best Western	0.00	1,212.50	0.00	1,212.50	0.00	1,212.50	0.00	1,212.50	0.00	1,212.50	0.00	1,212.50	0.00	1,212.50	0.00	1,212.50	0.00	14,550.00	-14,550.00
Hilton	0.00	6,075.00	0.00	6,075.00	0.00	6,075.00	0.00	6,075.00	0.00	6,075.00	0.00	6,075.00	0.00	6,075.00	0.00	6,075.00	24,243.55	72,900.00	-48,656.45
Holiday Inn Express	0.00	775.00	0.00	775.00	0.00	775.00	0.00	775.00	0.00	775.00	0.00	775.00	0.00	775.00	0.00	775.00	0.00	9,300.00	-9,300.00
Crowne Plaza	0.00	2,812.50	0.00	2,812.50	0.00	2,812.50	0.00	2,812.50	0.00	2,812.50	0.00	2,812.50	0.00	2,812.50	0.00	2,812.50	100.00	33,750.00	-33,650.00
Marriott	0.00	3,162.50	0.00	3,162.50	0.00	3,162.50	0.00	3,162.50	0.00	3,162.50	0.00	3,162.50	0.00	3,162.50	0.00	3,162.50	12,227.62	37,950.00	-25,722.38
Ramada	0.00	1,750.00	0.00	1,750.00	0.00	1,750.00	0.00	1,750.00	0.00	1,750.00	0.00	1,750.00	0.00	1,750.00	0.00	1,750.00	0.00	21,000.00	-21,000.00
Residence Inn	0.00	1,800.00	0.00	1,800.00	0.00	1,800.00	0.00	1,800.00	0.00	1,800.00	0.00	1,800.00	0.00	1,800.00	0.00	1,800.00	5,025.12	21,600.00	-16,574.88
Westin	0.00	4,912.50	0.00	4,912.50	0.00	4,912.50	0.00	4,912.50	0.00	4,912.50	0.00	4,912.50	0.00	4,912.50	0.00	4,912.50	32,883.74	58,950.00	-26,066.26
Wyndham	0.00	2,975.00	0.00	2,975.00	0.00	2,975.00	0.00	2,975.00	0.00	2,975.00	0.00	2,975.00	0.00	2,975.00	0.00	2,975.00	0.00	35,700.00	-35,700.00
Total Hotel Marketing Funds	0.00	29,025.00	0.00	29,025.00	0.00	29,025.00	0.00	29,025.00	0.00	29,025.00	0.00	29,025.00	0.00	29,025.00	0.00	29,025.00	75,929.11	348,300.00	-272,370.89
Marketing Expenses																			
Mutual Advantage Certificates	0.00	500.00	0.00	500.00	0.00	500.00	0.00	500.00	0.00	500.00	0.00	500.00	0.00	500.00	0.00	500.00	2,021.67	6,000.00	-3,978.33
Promotions	0.00	5,750.00	0.00	34,750.00	0.00	5,750.00	0.00	5,750.00	0.00	50,000.00	0.00	5,750.00	0.00	50,000.00	0.00	5,750.00	67,312.43	225,000.00	-157,687.57
Community/ Sponsorships	0.00	13,667.00	0.00	23,667.00	0.00	23,667.00	0.00	13,667.00	0.00	23,667.00	0.00	21,167.00	0.00	13,667.00	0.00	13,667.00	166,500.00	201,504.00	-35,004.00
Advertising	0.00	1,600.00	0.00	1,850.00	0.00	1,850.00	0.00	1,850.00	0.00	1,850.00	0.00	1,850.00	0.00	1,650.00	0.00	1,850.00	2,240.00	21,900.00	-19,660.00
Fam Tours	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,806.87	10,000.00	-8,193.13
Online Marketing/ Ad Agency	0.00	26,115.00	0.00	84,417.00	0.00	48,502.00	0.00	51,349.00	0.00	12,855.00	0.00	69,280.00	0.00	21,699.00	0.00	52,541.00	101,303.31	508,494.00	-407,190.69
Photography	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	25,000.00	-25,000.00
Video Production	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	700.00	30,000.00	-29,300.00
Tradeshow	0.00	0.00	0.00	175.00	0.00	4,850.00	0.00	0.00	0.00	1,000.00	0.00	0.00	0.00	0.00	0.00	16,650.00	300.00	26,945.00	-26,645.00
Total Marketing Expenses	0.00	47,632.00	0.00	145,359.00	0.00	85,119.00	0.00	73,116.00	0.00	89,872.00	0.00	98,547.00	0.00	87,516.00	0.00	90,958.00	342,184.28	1,054,843.00	-712,658.72
Total Bureau Expenses	0.00	165,868.31	0.00	220,424.77	0.00	152,624.77	0.00	144,009.77	0.00	157,047.77	0.00	166,972.77	0.00	165,982.31	0.00	160,771.77	865,329.80	2,132,746.32	-1,267,416.52
Net Income	0.00	261.69	0.00	207.23	0.00	207.23	0.00	207.23	0.00	207.23	0.00	207.23	0.00	211.69	0.00	207.23	9,597.44	2,595.68	7,001.76

COSTA MESA
CITY OF THE ARTS

Room Night Production for
50 Reasons to Stay AMEX Promotion June 14th, 2013-January 5, 2014
YTD Total Room Nights: 1286

Hotel	Room Nights Actualized June 2013	Room Nights Actualized July 2013	Room Nights Actualized August 2013	Room Nights Actualized September 2013	Room Nights Actualized October 2013	Room Nights Actualized November 2013	Room Nights Actualized December 2013	Room Nights Actualized January 2014
Ave. of the Arts Wyndham	N/A	8	36	0	204			
Holiday Inn Express	N/A	0	4	4	3			
Residence Inn	0	0	0	5	8			
Hilton	11	20	154	186	35			
Westin	0	15	95	55	0			
Crowne Plaza	0	0	4	15	0			
Best Western	N/A	N/A	N/A	N/A	11			
Ramada	N/A	N/A	N/A	N/A	N/A			
Ayres	N/A	2	23	72	74			
Marriott	0	12	65	61	104			
TOTAL	11	57	381	398	439			

COSTA MESA
CITY OF THE ARTS

MARKETING FUNDS OVERVIEW

Hotel	Total Marketing Funds Available FY 2013-2014	Marketing Fund Amount Available Per Month FY 2013-2014	Total Marketing Funds Spent FY To Date *(As of 11.30.13)*	Total Marketing Fund Amount Accrued FY To Date *(Balance Available as of 11.30.13)*
Ayres Hotel & Suites	$42,600.00	$3,550.00	$5,922.21	$11,827.79
Best Western Newport Mesa Inn	$14,550.00	$1,212.50	$0.00	$6,062.50
Hilton	$72,900.00	$6,075.00	$25,518.03	$4,856.97
Holiday Inn Express	$9,300.00	$775.00	$0.00	$3,875.00
Crowne Plaza	$33,750.00	$2,812.50	$6,799.18	$7,263.32
Marriott	$37,950.00	$3,162.50	$14,385.00	$1,427.50
Ramada	$21,000.00	$1,750.00	$4,770.12	$3,979.88
Residence Inn	$21,600.00	$1,800.00	$5,558.62	$3,441.38
Westin	$58,950.00	$4,912.50	$21,878.58	$2,683.92
Wyndham	$35,700.00	$2,975.00	$0.00	$14,875.00

Reminder: The last day to submit invoices this fiscal year is June 16th, 2014

OCVA China Mission Sales Call				
Company	Name	Title	Email	Address
Dragon Team (Beijing)				
CTS MICE Service Co., Ltd.	Ms. Yajuan ZHANG	Marketing Dept. Manager	zyj.hj@ctsho.com	Floor 20, Jing An Center Tower, No. 8 Beisanhuan East Road, Beijing 100028
CTS MICE Service Co., Ltd.	Mr. Shijing ZHANG	VP	zhangshijing.hj@ctsho.com	Floor 20, Jing An Center Tower, No. 8 Beisanhuan East Road, Beijing 100028
China CYTS M.I.C.E. Service Co., Ltd.	Ms. Jessica ZHANG	Marketing Supervisor of Marketing Dept.	zhangchen@cytsmice.com	16/F, CYTS Plaza, No.5 Dongzhimen South Avenue, Dongcheng District, Beijing 100007
China CYTS M.I.C.E. Service Co., Ltd.	Mr. Albert GUO	Senior VP	guojh@cytsmice.com	16/F, CYTS Plaza, No.5 Dongzhimen South Avenue, Dongcheng District, Beijing 100007
Hua Yuan International Travel Co., Ltd.	Mr. Tony ONG	Vice President & CIO	tony@byecity.com	8/F Fosun International Center, No.237 Chaoyang North Rd., Chaoyang District, Beijing 100020
CITS International M.I.C.E. Co., Ltd.	Ms. Lilian ZHENG	GM	lijuan.zheng@citsmice.com.cn	Rm 503,CITS Bldg,1 Dongdan North St,Dongcheng District,Beijing 100005,China
CITS International M.I.C.E. Co., Ltd.	Mr. Yueliang CHENG	VP	chenyl@cits.com.cn	Rm 503,CITS Bldg,1 Dongdan North St,Dongcheng District,Beijing 100005,China
Tiger Team (Beijing)				
China Travel Service Head Office (Beijing) Co., Ltd.	Mr. Wayne XU	Assistant President& GM Outbound	xuwei@ctsho.com	22F, Jing An Center No.8 Bei San Huan East Road, Chao Yang District, Beijing 100028
China Travel Service Head Office (Beijing) Co., Ltd.	Ms. Jessica CONG	Deputy Manager of Outbound Tourism American Dept.	cl.cj@ctsho.com	22F, Jing An Center No.8 Bei San Huan East Road, Chao Yang District, Beijing 100028
China CYTS Outbound Travel Service	Ms. Tracy LIU	Vice GM	liujiang@aoyou.com	17/F, CYTS Plaza, No.5, Dongzhimen South Avenue, Dongcheng District, Beijing
China CYTS Outbound Travel Service	Ms. Amanda ZHANG	Vice GM of North& South America Travel Center	zhanghl@aoyou.com	17/F, CYTS Plaza, No.5, Dongzhimen South Avenue, Dongcheng District, Beijing 100007
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Beijing Utour International Travel Service Co., Ltd.	Ms. Ran HAO	Operation Manager of American Center	haoran@utourworld.com	B-4F, Yihe YangGuang Plaza, No.12 Dong Tu Cheng Road, Chaoyang District, Beijing 100013
CAISSA Travel Management Co., Ltd.	Mr. Henry HU	President Assistant	huqingming@caissa.com.cn	Floor 11-12th, Tower AB Office Park, No.10 Jintong West Road, Chaoyang District, Beijing 100200
CAISSA Travel Management Co., Ltd.	Ms. Pei YAO	Product Manager of Product Development Center	yaopei@caissa.com.cn	Floor 11-12th, Tower AB Office Park, No.10 Jintong West Road, Chaoyang District, Beijing 100200

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Dragon Team (Shanghai)				
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Ctrip	Mr. Tony Fang	Regional Manager-American	yufang@ctrip.com	5F, No99 Fuquan Road, Ctrip Building, Shanghai 200335
JJ TOUR	Mr. Lei Wu	Vice manager, Outbound Department	jjt_wulei@qq.com	Room 202, Block C, No191 Changle Road, Shanghai 20020
JJ TOUR	Ms. Fiona Fei	Manager of America	irena_fei815@sina.com.cn	Room 202, Block C, No191 Changle Road, Shanghai 20020
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Shanghai China International Travel Service Ltd.	Mr. Dexiang Zhao	VP	zhaodx@scits.com	3F, CITS Building, No.1277 West Beijing Road, Shanghai 200040
Ijie.com	Ms. Amy Zhao	VP of integrated sales & Marketing	azhao@xogrp.com	B1098, SOHO Zhongshan Plaza, No.1065 Wst Zhongshan Road, Changning Dist, Shanghai
Ijie.com	Ms. Qianrong Wang	Business Development Manager	qrwang@xogrp.com	B1098, SOHO Zhongshan Plaza, No.1065 Wst Zhongshan Road, Changning Dist, Shanghai
Shanghai China Travel International Ltd.	Ms. Maria Zhang	GM	zhengp@ctish.cn	7-8F, Huasheng Building, No.2, Lane 519 Aomen Road, Shanghai
Shanghai China Travel International Ltd.	Mr. Wayne Wang	Manager of America, Oceania & Africa Dept.	wangw@ctish.cn	7-8F, Huasheng Building, No.2, Lane 519 Aomen Road, Shanghai
UA	Ms. Elisa Lin	Sales Manager	eliza.lin@united.com	3301-3307, Shanghai Central Plaza, 381 Huaihai Middle Road, Shanghai
UA	Mr. H.C. Kwok	Chief Representative & Counry Director China	hc.kwok@united.com	3301-3307, Shanghai Central Plaza, 381 Huaihai Middle Road, Shanghai
Tiger Team (Shanghai)				
Galaxy Tour, INC(U.S.A)	Ms. Elena Wang	Director of Marketing	elena@usa-gti.com	Room1706, Fortune Era Building, No.1438 North Shanxi Road, Shanghai
Galaxy Tour, INC(U.S.A)	Ms. Lynn	FIT Dept. Manager	galhotel@gmail.com	Room1706, Fortune Era Building, No.1438 North Shanxi Road, Shanghai
All Americas Inc.	Ms Violet Lee	Chief Representative	liweidi@allamericas.net	Room501, Donglong AIA Building, No.233 Xikang Rd, Shanghai 200040
America Int'l Travel Services Inc.	Ms. Yama Gao	CEO	yamagao@aits-usa.com	Rm.1603, No.218 Hengfeng Road, Shanghai
America Int'l Travel Services Inc.	Ms. Katy Lee	Shanghai Marketing Director	katy_lee@aits-usa.com	Rm.1603, No.218 Hengfeng Road, Shanghai
Spring Tour	Mr. Carl H. Yin	Deputy GM	carlyinh@gmail.com	3F, 1558 Ding Xi Road, Shanghai 200050
Spring Tour	Mr. Michael Mao	Outbound Dept of America Operator	michaelmaoxf@hotmail.com	3F, 1558 Ding Xi Road, Shanghai 200050
The Outbound Travel Company of Shanghai Airline Tours International(Group) Co., Ltd. The Outbound Travel Company	Mr. Haining Zhu	Deputy GM	zhuhaining1802@126.com	3rd.-4th, FL, Building 10, No.3560, Pudong Rd.(South), Shanghai 200125
The Outbound Travel Company of Shanghai Airline Tours International(Group) Co., Ltd. The Outbound Travel Company	Mr. Diamond Zhu	American Center. Central & South American Department Manager	shanghaisatrip@hotmail.com	3rd.-4th, FL, Building 10, No.3560, Pudong Rd.(South), Shanghai 200125
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Shanghai CYTS Tours Corporation	Ms. Babala Bai	Outbound Travel Center America & Canada Dept.	beilei_bai@scyts.com	No:2 Hengshan Rd, Shanghai 200031

Oct 15th Press Conference in Shanghai

Company	Type	Mr/Mrs/Ms	Name	Surname	Function	Phone	Mobile	E-mail
Shanghai Daily上海日报	Daily newspaper	Ms	Elise	Fu	Editor	21-52921234-6381	15800301566	furong@shanghaidaily.com
Xinhua Net新华社		Mr	Min	Zhang	Editor		13916388015	min@vip.qq.com
Travel+Leisure悦旅	Travel magazine		Zheng	Zhang	Project Director	21-65963860	18616381133	moonshepherd2001@126.com
Elite Traveller携程自由行	Consumer travel	Ms	Vincent	Yu	Executive Editor-in-chief	21-60709721-612	13818790970	
World Traveler旅行者	Consumer travel	Ms	Ice	Xu	Managing Director		13701833299	icexu@tclub.cn
Coloreego字字	Consumer travel	Ms	Jun	Li	Deputy Chief Editor	21-32060268-1006	13916213445	lijun@toiawasale.com
Travel+私家地理	Travel magazine	Ms	Bai	Jiang	Editor Director		13061646828	jb@tandl.com.cn
Extraordinary Traveller字字字字字	Travel magazine	Ms	Lily		Managing Editor	21-34617980-608		lily@xtraveller.net
Airport Juournal	Travel trade industry	Mr	Keping	Luo	Chief Editor	21 - 6307 7608	13601875560	luokeping106@126.com
Travel Times旅游时报	Travel trade industry	Ms	Jean		字字字字字字字	21-64642513-8034	13701833299	tqh806@vip.sina.com
Travel Weekly旅讯	Travel trade industry	Ms	Jane	Zhang	Travel & Meeting Group		18721636405	jing.zhang@contineomedia.com
China Tourism Newspaper中国旅游报	Travel Newspaper	Mr	Ning	Ding	Chief Journalist	21-62533093	18602104820	shangh@ctnews.cn
Shanghai Times申江导报	Consumer newspaper	Ms	Jianwen	Deng	Life Features Dierector	21-63521111-1051	13816886571	dengjy105@jfdaily.com
Life Weekly字字字字	Consumer newspaper	Ms	Jasmine	Yang	Editor		13651918723	yanglijia17@163.com
Witrip玩趣天下	Travel magazine	Ms	Laurel	Lu	Editor & Planning Director	21-63307120	13818542413	luyinmei2020@gmail.com
Cruising字	Yacht	Mr	Fraser	Yan	Editor Director	21-55129300-806	13917839258	fraser.yan@tangcruises.com
Global Sources世界经理人	Elite business	Ms	Li	Cao	Senior Creative Executive	21-62639585	13801861900	caolic@126.com
Forbes福布斯	Elite business	Mr	Alfie	Chen	Life Senior Features Writer	21-68412937	13774257867	alfie.chen@forbeschinamagazine.com
Paopaohai.com字字字字字字	Travel Website	Ms	Bingyue	Yang	Editor Director		13774217409	yangbingyue@paopaohai.com
Sina Travel新浪旅游	port site	Ms	Zhudao	Wang	Editor		13817157202	zhutao2@staff.sina.com.cn

Oct 11th Press Conference in Beijing

Company	Type	r/Mrs/	Name	Surname	Function	Phone	Mobile	E-mail
Traveler Weekly玩家惠	Lifestyle	Ms			Editor		13811148523	89398649@qq.com
大汉金石		Ms			Editor		15810915230	xuan.zong@foxmail.com
Top Travel世界	Outboun	Ms	Tina	Zhu	Senior Editor	010-52392111	13269178617	zhuzichang@sg.com.cn
Travel Leisure旅游休闲	Travel m	Ms			Editor	010-83169722*8013	15011050645	736263943@qq.com
Photogtaphic Travel Magazine摄影旅游	Travel m	Ms		Li	Editor		13811608305	lijym@syzychina.com
Modern Bride新娘	Bridal, Li	Ms	Didi	Xu	Feature Editor	010-8532 3211*368	13621353617	lei_xu@brides.com.cn
Cosmopolitan时尚伊人	Fashion	Ms	Jakii	Zhu	Deputy Feature Director		13621003616	zhujin@trends.com.cn
Golf Magazine字字字	Golf				Editor		13581848831	chendanqing@gmail.com
Beijing Evening news北京晚报	Daily nev	Ms			Reporter	010-85201101	15120046068	wdpanlei@126.com
Beijing Times 京华时报	Daily nev	Ms	Liu	Yang	Editor of Travel Weekly		18911333925	25758437@qq.com
Youku.com优酷网	video site				Travel channel Editor		18610006841	lujia@youku.com
Sohu.com搜狐网	site	Ms			Travel channel Deputy Editor	010-62726374	13810876707	smileli@sohu-inc.com
世界旅游		Ms			Editor		13810223986	w_tourism@vip.163.com
奢华旅行家、艺术银行		Ms	Angela	Zhang	Content Director	10-65309983-802	15801208088	angela8088@126.com
TTG China	newspa	Ms	Nadia	Chung	Reporter		13552969728	nadia.chung@ttgasia.com
Travel Weekly	Travel In	Ms	Xinshen	Wang	Reporter		13911363051	xinsheng.wang@contineomedia.com