

# 2014 ANNUAL BUDGET

SHREVEPORT-BOSSIER  
CONVENTION &  
TOURIST BUREAU



Music

Connecting Visitors to Special Events



Shreveport-Bossier, LA



Food



Festivals



People



SHREVEPORT-BOSSIER

[www.shreveport-bossier.org](http://www.shreveport-bossier.org)

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629 Spring Street, Shreveport  
318-222-9391 • 1-800-551-8682  
[www.shreveport-bossier.org](http://www.shreveport-bossier.org)

Board of Directors

**Officers**

Chairman  
Betty Matthews  
Caddo Parish Commission

Vice Chairman  
Jerry Kolniak  
Louisiana Restaurant Association

Treasurer  
Mary Dunn

Secretary  
Sherry Stucky  
Shreveport-Bossier Hotel & Lodging Association

**Board of Directors**

Chloe' Duplessis  
African-American Chamber of Commerce

Tommy Clark  
Bossier Chamber of Commerce

Jim Johnson  
Bossier Rural Municipalities

Board of Directors

**Board of Directors (cont.)**

Ray Tromba  
Bossier City Mayor

Patricia Wooldridge  
Caddo Rural Municipalities

Matthew Schupbach  
Harrah's La Downs/Attractions Association

Inki Shaver  
Shreveport-Bossier Hotel & Lodging Association

Ray Ferland  
Shreveport-Bossier Hotel & Lodging Association

Debra Hamilton  
Bossier Office of Community Services

Tom Lubbe  
Shreveport-Bossier Hotel & Lodging Association

Tari Bradford  
City of Shreveport Mayor

Mark Garrett  
Greater Shreveport Chamber of Commerce

Luke Turner  
Bossier Parish Police Jury

Staff

Stacy A. Brown  
President

**Administrative Department**

Jerri Corder  
Vice President Finance and Administration

Susan Robbins  
Finance Director

Christy Whitaker  
Executive Assistant

**Convention Department**

Suzanne Manfredi  
Convention Sales Manager

Dianna Douglas  
Regional Convention Sales Manager

Kevin Flowers  
Convention Sales Manager

Carolyn Dowden  
Convention Services Coordinator

Lori Bukoski  
Convention Sales Coordinator

**Tourism Department**

Kelly Wells  
Vice President of Sports/Tourism Marketing

Sheila Norman  
Sports/Tourism Administrator

Staff

**Tourism Department (cont.)**

Teresa Micheels  
Volunteer Services Coordinator

Taylor Jamison  
Sports Sales Manager

Erica Howard  
Tourism Sales Manager

**Communications Department**

Brandy Evans  
Vice President Communications

Christopher Jay  
Social Media/Public Relations Manager

Pat Gill  
Internet/Systems Manager

Lila Davis  
Visitor Services Manager

Deann Jewell  
Communications Coordinator

Betty Walpool  
Visitor Services Specialist

**Visitor Centers**

Miriam McDaniel  
Visitor Services Specialist

Natalie Roberson  
Visitor Services Specialist

Sandra Welch  
Visitor Services Specialist



Shreveport-Bossier Convention & Tourist Bureau  
2014 Annual Budget - Divisions of the Bureau

<b>Holiday Trail of Lights</b>	
Beginning Fund Balance 1/1/2014	\$16,600
Revenues	42,000
Expenditures	( 42,000)
Excess Revenues over Expenditures	( 0)
Ending Fund Balance-12/31/2014	<u>\$ 16,600</u>
<b>December on the Red</b>	
Beginning Fund Balance 1/1/2014	\$ 16
Revenues	0
Expenditures	0
Excess Revenues over Expenditures	0
Ending Fund Balance 12/31/2014	<u>\$ 16</u>
<b>Boom or Bust By-Way</b>	
Beginning Fund Balance 1/1/2014	\$ 58,000
Revenues	74,010
Expenditures	( 78,300)
Excess Revenues over Expenditures	( 4,290)
Ending Fund Balance 12/31/2014	<u>\$ 53,710</u>
<b>Louisiana North Coalition</b>	
Beginning Fund Balance 1/1/2014	\$ 90,000
Revenues	99,000
Expenditures	(122,970)
Excess Revenues over Expenditures	( 23,970)
Ending Fund Balance 12/31/14	<u>\$ 66,030</u>
<b>Shreveport-Bossier Film Office</b>	
Beginning Fund Balance 1/1/2014	\$ 44,050
Revenues	75,000
Expenditures	( 85,000)
Excess Revenues over Expenditures	( 10,000)
Ending Fund Balance 12/31/2014	<u>\$34,050</u>
<b>Shreveport-Bossier Sports Commission</b>	
Beginning Fund Balance 1/1/2014	\$ 44,926
Revenues	285,000
Expenditures	(285,000)
Excess Revenues over Expenditures	0
Ending Fund Balance 12/31/2014	<u>\$ 44,926</u>
<b>Shreveport-Bossier Sports Commission Major Events</b>	
Beginning Fund Balance 1/1/2014	\$128,049
Revenues	0
Expenditures	0
Excess Revenues over Expenditures	0
Ending Fund Balance 12/31/2014	<u>\$128,049</u>

Shreveport-Bossier Convention & Tourist Bureau  
2014 Annual Budget - Budget Recap

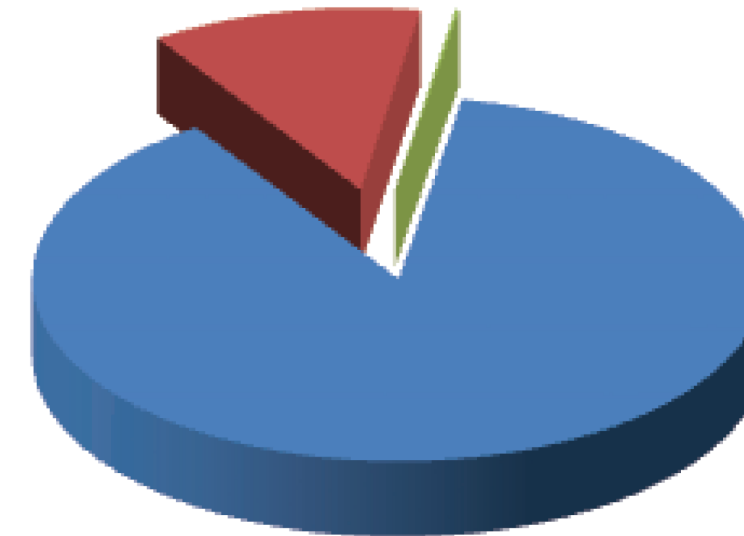
	2013	2014
<b>Revenues:</b>		
Caddo Parish	\$2,165,476.00	\$1,776,843.00
Bossier Parish	1,461,346.00	1,563,096.00
Revenues from Room Tax Rebate	550,000.00	454,730.00
Interest	2,400.00	2,457.00
Rent	3,600.00	3,600.00
Miscellaneous Income	600.00	250.00
<b>Total Revenue</b>	<u>4,183,422.00</u>	<u>3,800,976.00</u>
<b>Expenditures:</b>		
Administration Department	612,155.00	606,817.00
Convention Department	865,540.00	759,247.00
Tourism Department	1,122,953.00	1,059,385.00
Communications Department	2,006,775.00	1,834,214.00
Bond Repayment	137,300.00	138,230.00
<b>Total Expenditures</b>	<u>4,744,723.00</u>	<u>4,397,893.00</u>
Excess Revenue over Expenditures(Expenditures over Revenue)	-561,301.00	-596,917.00
Ending Fund Balance 12/31/2012-13 (Estimated)	<u>1,252,021.00</u>	<u>\$1,020,970.00</u>
Ending Fund Balance 12/31/2013-14 (Estimated)	<u>\$690,720.00</u>	<u>\$424,053.00</u>

Shreveport-Bossier Convention & Tourist Bureau  
2014 Annual Budget - Departmental Summary

EXPENSES	Administration	Convention	Tourism	Communication	Designated
Salaries	324,016.00	291,460.00	318,574.00	387,086.00	
FICA-Company	20,089.00	18,071.00	19,752.00	23,999.00	
Medicare-Company	4,509.00	4,226.00	4,619.00	5,613.00	
SUTA	445.00	765.00	760.00	2,217.00	
Retirement	30,934.00	17,000.00	23,357.00	30,889.00	
Copy Expense	0.00	0.00	0.00	0.00	
Copier rental/lease exp	2,400.00	2,242.00	2,242.00	5,725.00	
Pitney Bowes/lease-rent exp	2,862.00	2,862.00	2,862.00	2,862.00	
Auto - Lease	10,606.00	0.00	0.00	0.00	
Accounting and Legal Fees	12,500.00	12,500.00	12,500.00	12,500.00	
Gas, Oil, Repairs	7,200.00	3,500.00	8,400.00	9,500.00	
Dues & Subscriptions	250.00	200.00	200.00	650.00	
Bank Charges	2,300.00	2,000.00	2,000.00	2,300.00	
Parking Allowance	0.00	0.00	0.00	0.00	
Research	5,000.00	10,000.00	10,000.00	10,000.00	
Collection Expense	8,600.00	8,000.00	8,000.00	7,800.00	
Professional Affiliations	6,500.00	4,414.00	6,585.00	4,860.00	
Information Services	250.00	20,270.00	10,470.00	41,600.00	
Lodging	9,500.00	16,345.00	16,240.00	7,800.00	
Entertainment/Hospitality	13,500.00	13,497.00	10,270.00	7,425.00	
Travel: Air/Bus/Taxi	7,000.00	15,500.00	15,087.00	10,900.00	
Equipment Rental	0.00	0.00	0.00	0.00	
Contract Labor	0.00	500.00	600.00	2,000.00	
Telephone & Telegraph	6,736.00	12,000.00	12,000.00	15,000.00	
Electric	6,000.00	6,000.00	6,000.00	8,500.00	
Insurance - Professional Liab.	2,000.00	2,000.00	2,000.00	2,000.00	
Insurance-General Auto/Bonding	27,445.00	27,445.00	27,445.00	27,445.00	
Grp ins/health-life-disability	48,799.00	48,063.00	54,925.00	72,352.00	
Audio-Visual/Promotional Aids	0.00	2,100.00	8,600.00	8,500.00	
Trade Shows	0.00	20,335.00	27,865.00	5,500.00	
Rendezvous South Marketplace	0.00	35,000.00	0.00	0.00	
Repair and Maintenance-Bldg.	18,750.00	18,750.00	18,750.00	18,750.00	
Repair Maintenance-Equip	14,126.00	16,000.00	17,225.00	29,159.00	
Minor Equipment	2,000.00	1,000.00	2,000.00	2,000.00	
Office Supplies	3,500.00	5,000.00	5,500.00	7,500.00	
Marketing Supplies	500.00	27,000.00	12,400.00	3,500.00	
Promotional Events/Tours/Blitz	750.00	40,500.00	97,500.00	21,500.00	
Brochures/Printing	0.00	21,800.00	15,800.00	17,800.00	
Newsletters	0.00	3,800.00	3,800.00	5,000.00	
Co-Op Program		0.00	213,000.00	303,464.00	
Brochure Distribution Program	0.00	0.00	0.00	8,800.00	
Print/Advertising/Magazines	1,250.00	22,057.00	25,157.00	175,042.00	
Co-op Advertising	0.00	0.00	0.00	0.00	
Radio/Billboard/TV/Internet	0.00	0.00	20,000.00	212,700.00	
Postage	500.00	1,500.00	2,000.00	28,251.00	
Education	6,000.00	5,545.00	14,900.00	8,725.00	
Capital Items	0.00	0.00	0.00	0.00	
Tourism Projects	0.00	0.00	0.00	277,000.00	
Bond Re-Payment	0.00	0.00	0.00	0.00	138,230.00
<b>Total Operating Expenses</b>	<b>606,817.00</b>	<b>759,247.00</b>	<b>1,059,385.00</b>	<b>1,834,214.00</b>	<b>138,230.00</b>

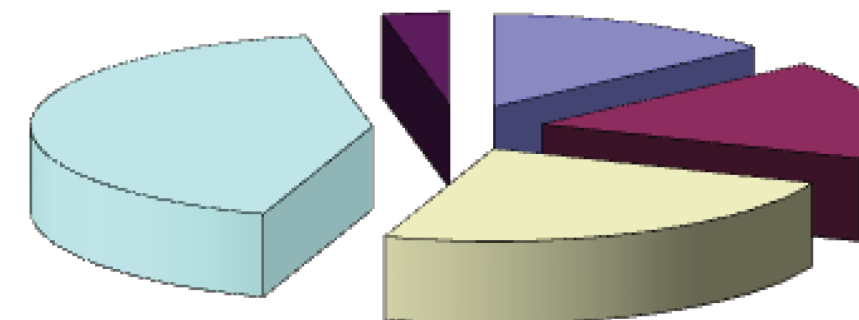
Shreveport-Bossier Convention & Tourist Bureau  
2014 Annual Budget - Revenue & Expense Breakdown

Revenue Breakdown



- Room Tax
- State Tax Rebate
- Miscellaneous Income

Expense Breakdown



- Administration Department
- Convention Department
- Tourism Department
- Communications Department
- Bond Repayment



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