

EBC Variance Report
July 2019

Income

- 4000 – Income
\$43,069.76 – Program Income is over budget because of inflated occupancy due to the Camp Fire. The first 5 months of 2019 have shown a significant increase in occupancy and TBID collection.
- 4800 – Other Types of Income
\$9,041.79 – This budget item was built for interest income and CTA Registrations. Visit California reimbursed EBC for expenses related to the IPW FAM that was hosted in Butte County.

Expense

- 6110 – Advertising Agencies
- \$14,390.49 – this line item includes the project with Madden Media that will take place at the end of the year. Anticipate that the agency line item will be spent 100% by end of year.
- 6120 – Jack Rabbit
\$4,895 – The budget was built over 12 months but this is a one-time spend.
- 6320 – Printing
-\$25,004.89 – Printing line item includes the printing of the Visitor's Guide which will be in September.
- 6700 – Website
-\$8,342.93 – Fees have been less than expected for managing and updating the website.
- 6900 – Zone and micro-marketing
\$12,732.00 – over budget based on budget type of 10%: these funds are reserved as an equity item and will be adjusted at end of year. The balance of each zone: Chico - \$75,165.32, Oroville - \$15,000.10, Paradise – (\$2,027.28), Unincorporated - \$2,081.54 for a total of \$90,219.68.
- 7070 – General Administration
-\$4,854.97 – This will be spent to set up third office space for new staff person.