

acct	sub acct	REVENUES	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	2020 Actuals	2021 Budget	
315	1315	Lodging Tax	\$ 56,000	\$ 40,000	\$ 50,000	\$ 56,000	\$ 67,000	\$ 68,000	\$ 75,000	\$ 75,000	\$ 85,000	\$ 75,000	\$ 70,000	\$ 70,000	\$ 793,285	\$ 787,000	Reflects 70% of 2020 budget
320	1320	Grants				\$ 23,888					\$ 35,833				\$ 170,397	\$ 59,721	April remainder of FY21 - Sept part of FY22
322	1322	USA Cycling Revenue															No event in 2021
325	1325	Membership Dues		\$ 600	\$ 12,000	\$ 25,000	\$ 5,500	\$ 5,000	\$ 1,200	\$ 500	\$ 376	\$ 600	\$ 600	\$ 376	\$ 41,825	\$ 51,752	Annual Memberships Due In April
327	1327	Member Activities					\$ 400	\$ 700								\$ 1,100	
330	1330	Visitor Guide													\$ 50,561	\$ -	CARES Act from County
342	2342	Visitor Welcome Center Advertising															
335	1335	Publication Advertising								\$ -	\$ -	\$ -					Shopping & Dining Guide Ad sales (CARES Act)
336	1336	Coop Advertising															
340	1340	Vacation Value Pass															
1345	2345	Gift Shop Sales													\$ 1,918	\$ -	VWC Closed Jan-Apr
348	1348	Sponsorships															
351	1351	Ticket Sales															
350	1350	Miscellaneous							0	0							
355	1355	Interest Income	\$ 15	\$ 15	\$ 15	\$ 15	\$ 15	\$ 15	\$ 15	\$ 15	\$ 15	\$ 15	\$ 15	\$ 15		\$ 180	
		Total Revenues	\$ 56,015	\$ 40,615	\$ 62,015	\$ 104,903	\$ 72,915	\$ 73,715	\$ 76,215	\$ 75,515	\$ 121,224	\$ 75,615	\$ 70,615	\$ 70,391	\$ 1,057,999	\$ 899,753	Less OTD Grant/No USAC Sponsorships
		ADMINISTRATION	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec			
404	1404	Salaries and wages - Staff	\$ 21,095	\$ 27,595	\$ 27,595	\$ 27,595	\$ 27,595	\$ 27,595	\$ 28,938	\$ 28,938	\$ 28,938	\$ 28,938	\$ 28,938	\$ 28,938	\$ 315,680	\$ 332,696	HCWHA \$6500 net in July/Raise
406	2406	Salaries and wages--PT Visitor Center													\$ 12,803	\$ -	VWC Closed Jan-Dec
421	1421	Payroll taxes (SS& Med)	\$ 1,947	\$ 1,935	\$ 1,902	\$ 1,935	\$ 1,935	\$ 1,935	\$ 1,935	\$ 1,935	\$ 1,935	\$ 1,935	\$ 1,935	\$ 1,935	\$ 27,884	\$ 23,199	VWC Closed Jan-Dec
423		FUTA/SUTA	\$ 340	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 1,772	\$ 670	VWC Closed Jan-Dec
431	1431	Employee Insurance	\$ 4,229	\$ 3,600	\$ 3,600	\$ 3,600	\$ 4,363	\$ 3,600	\$ 3,600	\$ 3,600	\$ 3,600	\$ 3,600	\$ 3,600	\$ 3,600	\$ 41,597	\$ 44,592	4.8% increase '21 partial empl add'l cover
433	1433	Workmen's Compensation					\$ 1,350								\$ 399	\$ 1,350	
435	1435	Retirement	\$ 2,000	\$ -	\$ -	\$ 860	\$ 280	\$ 400	\$ 3,500	\$ 2,800	\$ 2,800	\$ 2,800	\$ 2,800	\$ 2,800	\$ 14,424	\$ 21,040	TPA fees, No employee contributions (\$30K)
		Employee Recruitment							0						\$ 6,442	\$ -	
437	1437-2437	Well Pay	6,800													\$ 6,800	5 employees
		Payroll taxes															
438	1438-2438	Bonuses	\$ -						\$ 5,000						\$ 5,000	\$ 5,000	Performance based Incentives CEO
		Contracted Services/Intern															
	1411	Contracted Services/Intern															
	1412	Payroll Processing	\$ 250	\$ 250	\$ 180	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 1,180	\$ 2,030	VWC Closed Jan-Apr
		Total Administration	\$ 36,661	\$ 33,410	\$ 33,307	\$ 34,170	\$ 35,703	\$ 33,710	\$ 43,153	\$ 37,453	\$ 37,453	\$ 37,453	\$ 37,453	\$ 37,453	\$ 427,182	\$ 437,377	Salaries are functionally allocated adjusting this % below 30% upon audit
															40.38%	48.61%	
		OPERATIONS	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec			
601	1501-2501	Administrative Telephone	\$ 880	\$ 1,050	\$ 880	\$ 880	\$ 880	\$ 880	\$ 880	\$ 880	\$ 880	\$ 880	\$ 880	\$ 880	\$ 10,527	\$ 10,730	
605	1505	Administrative Postage	\$ -	\$ 500	\$ -	\$ 1,500	\$ -	\$ -	\$ -	\$ 500	\$ -	\$ 500	\$ -	\$ 500	\$ 3,544	\$ 3,500	
607	1507	Administrative Travel	\$ 33	\$ 33	\$ 33	\$ 33	\$ 33	\$ 33	\$ 33	\$ 33	\$ 33	\$ 33	\$ 33	\$ 33	\$ 130	\$ 396	
	1510	Alarm Monitoring			\$ 200				\$ 200						\$ -	\$ 400	
	1513	Auto Expense	\$ 525	\$ 580	\$ 540	\$ 525	\$ 547	\$ 696	\$ 525	\$ 708	\$ 550	\$ 550	\$ 550	\$ 550	\$ 7,122	\$ 6,846	Vehicle lease/Auto Insurance
615	1515	Bank Charges	\$ 180	\$ 300	\$ 300	\$ 225	\$ 300	\$ 275	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 275	\$ 1,708	\$ 3,105	
616	1516	Board Expense			\$ 75		\$ 75					\$ 75			\$ 64	\$ 225	
617	1517	Board Insurance				\$ 2,765	\$ 2,200								\$ 2,663	\$ 4,955	
621	1521-2521	Building Maintenance	\$ 325	\$ 325	\$ 325	\$ 325	\$ 325	\$ 325	\$ 325	\$ 325	\$ 500	\$ 500	\$ 325	\$ 325	\$ 4,864	\$ 4,250	
623	1523	Building Rent	\$ 1,611	\$ 1,611	\$ 1,611	\$ 1,611	\$ 1,611	\$ 1,611	\$ 1,611	\$ 1,611	\$ 1,611	\$ 1,611	\$ 1,611	\$ 1,611	\$ 19,057	\$ 19,332	Rent, taxes, water, parking passes
623	2523	Visitor Center Rent	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,568	\$ -	(CLOSED) Rent plus staff parking \$330
659	2559	Window Display/Visitors Center Display														\$ -	Adler displays (5 yrs)
626	1527	Computer Purchase/Supplies/Software	\$ 60	\$ 60	\$ 150	\$ 60	\$ 60	\$ 60	\$ -	\$ 60	\$ 850	\$ 60	\$ 60	\$ 60	\$ 733	\$ 1,540	Photoshop \$50mth/ACT/Server (5yrs)
631	1531	Copier Purchase	\$ 350	\$ 350	\$ 400	\$ 350	\$ 350	\$ 400	\$ 600	\$ 350	\$ 700	\$ 350	\$ 350	\$ 600	\$ 5,546	\$ 5,150	
632	1532	Depreciation	\$ 510	\$ 510	\$ 510	\$ 510	\$ 510	\$ 510	\$ 510	\$ 510	\$ 510	\$ 510	\$ 510	\$ 510	\$ 6,125	\$ 6,120	
633	1533	Equipment Maintenance	\$ 1,100	\$ 1,100	\$ 915	\$ 915	\$ 915	\$ 915	\$ 915	\$ 915	\$ 915	\$ 915	\$ 915	\$ 915	\$ 12,969	\$ 11,350	
634	1534	Equipment Rent			\$ 220			\$ 220			\$ 220			\$ 220	\$ -	\$ 880	
635	1535	Interest Expense			\$ 50			\$ 50			\$ 50			\$ 50	\$ 92	\$ 150	
637	1537	Office Printing	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 300	\$ 300	\$ 300	\$ 300	\$ 150	\$ 150	\$ 1,800	\$ 1,800	
638	1538-2538	Office Supplies	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 500	\$ 500	\$ 500	\$ 400	\$ 400	\$ 300	\$ 300	\$ 3,694	\$ 4,400	
639	1539	Professional Fees/Memberships	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 9,100	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 35,071	\$ 25,600	Accountant and Auditors
640		Penalties													\$ -	\$ -	
641	2541	Resale Merchandise	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,018	\$ -	No 2021 merchandise
643	2543	Merchandise Spoilage													\$ -	\$ -	
651	1551	Subscriptions and Publications	\$ 250												\$ 349	\$ 250	
653	1553	Uniforms		\$ 200			\$ 120		\$ 400	\$ -			\$ 120		\$ -	\$ 840	
657	1557-2557	Utilities	\$ 600	\$ 600	\$ 600	\$ 300	\$ 250	\$ 250	\$ 800	\$ 400	\$ 400	\$ 600	\$ 600	\$ 600	\$ 5,632	\$ 6,000	
661	2560	Newcomer House Expenses	\$ 125	\$ 200	\$ 40	\$ 100	\$ 100	\$ 250	\$ 75	\$ 200	\$ 450	\$ 300	\$ 350	\$ 500	\$ 1,790	\$ 2,690	
	1561	Misc															
		Total Operations	\$ 8,399	\$ 9,269	\$ 8,699	\$ 11,939	\$ 10,126	\$ 16,125	\$ 9,924	\$ 8,542	\$ 10,619	\$ 8,834	\$ 9,004	\$ 9,029	\$ 127,182	\$ 120,509	
															12.02%	13.39%	

		PROMOTIONAL PROGRAMS												2020 Actual	2021 Budget		
		Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec				
		Advertising															
601	1601	Advertising Placements	\$ 14,445	\$ 16,300	\$ 18,495	\$ 10,000	\$ 10,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 10,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 156,784	\$ 109,240	
601.1	1601.1	SEO	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 2,000	\$ 12,000	
602	1602	Production	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 300	\$ 300	\$ 300	\$ 6,886	\$ 6,300	Ad Design/C.Hipp PR Assistance
603	1603	Web Page Design/Maintenance	\$ 500	\$ 300	\$ 300	\$ 880	\$ 800	\$ 300	\$ 3,000	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 14,253	\$ 7,580	App \$2200 annual (June)
604	1604	Fulfillment Services and Postage	\$ 500	\$ 900	\$ 12,000	\$ 1,500	\$ 3,500	\$ 4,500	\$ 4,500	\$ 2,300	\$ 5,000	\$ 3,550	\$ 1,900	\$	\$ 32,269	\$ 44,250	Toth Dist/PA Display VG and COE mailing
		Sales															
610	1610	Travel Expenses	\$ 500	\$ -	\$ 400	\$ 1,200	\$ 800				\$ 750	\$ 1,200			\$ 7,237	\$ 4,850	
611	1611	Show Registration/Booth Costs	\$ 1,645	\$ -	\$ -	\$ -	\$ 125	\$ 50	\$ 75	\$ 225	\$ 250				\$ 3,325	\$ 2,370	
612	1612	Convention Services/Incentives				\$ 400		\$ 400							\$ 1,149	\$ 800	
614	1614	Sales Equipment/Supplies													\$ 2,164	\$ -	
613	1613	Sales Blitz (2)													\$ -	\$ -	
615	1615	Sales Activities/Sponsorships			\$ -	\$ 250	\$ 1,000				\$ 1,650				\$ 1,750	\$ 2,900	Ameri Legion BB/JR Terrier Races
		Sponsorships															
1693		Maryland International Film Fest		\$ 2,500											\$ -	\$ 2,500	
1690		Civil War Trail/National Road Markers			2400		3100	0							\$ 1,000	\$ 5,500	
1700		Miss Maryland/Miss Wash. Cty.					5000	\$ 5,000							\$ -	\$ 10,000	
1700.1		Heart of the CW Heritage Area	\$ 250		\$ 250	0	\$ 250		\$ 12,000	\$ 12,000	\$ 12,000	\$ 250	\$ 500	\$ 3,400	\$ 37,500	\$ -	Four \$250 Scholarships
1700.2		Hagerstown BMX													\$ -	\$ -	
1700.3															\$ -	\$ -	
1700.4		Racine MultiSports	2500												\$ 2,500	\$ 2,500	
1700.5		Potomac Velo Club Events													\$ -	\$ -	
1700.6		Antietam Illuminations										\$ 1,500			\$ 1,500	\$ -	
1700.7		GreenFest		1500											\$ (1,500)	\$ 1,500	
1701		City of Hagerstown - Main Street				\$ 2,500									\$ 100	\$ 2,500	
1701.1		BluesFest													\$ -	\$ -	
1701.2		Augustoberfest					\$ 1,500								\$ -	\$ 1,500	
1701.3		Mummers Parade								\$ 1,500					\$ -	\$ 1,500	
1701.4															\$ -	\$ -	
1701.5		Maryland Theatre	\$ 3,750			3750		\$ 3,750				\$ 3,750		\$ 15,000	\$ 15,000	\$ -	Annual pledge ending April 30, 2024
1701.6		Fort Frederick Market Fair			\$ 1,500										\$ -	\$ 1,500	
1701.7		JFK 50 Mile (Cumberland Valley Ath)							\$ 2,000						\$ 2,000	\$ 2,000	
1701.8		Hagerstown Suns			3,750		\$ 3,750								\$ 5,250	\$ 7,500	
1701.9															\$ -	\$ -	
1704		James Shaul Nat'l Pike Waqontrain		\$ 750											\$ -	\$ 750	
1705		Doleman Black Heritage			\$ 500						\$ 1,500				\$ 572	\$ 2,000	
1706		Discovery Station			\$ -	\$ -									\$ -	\$ -	
1707		Maryland Symphony Orchestra						2500							\$ -	\$ 2,500	
1708		Geo Caching					\$ 100								\$ (10)	\$ 100	
617	1617	Misc Sales Travel Costs	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 133	\$ 480	
618	1618	Familiarization Tours					\$ 2,500		\$ 1,000						\$ -	\$ 3,500	ABA Fam/Group Leader Fam
619	1619	International Pow Wow													\$ -	\$ -	
622	1622	USA Cycling													\$ 2,120	\$ -	
		Public Relations															
630	1630	Media Kits/Presentation folders/CD's									\$ 600				\$ -	\$ 600	
631	1631	Photography	\$ 250			\$ 5,000				\$ 250			\$ 250	\$ 1,350	\$ 5,750	\$ -	New photos for 2021
632	1632	Video													\$ -	\$ -	Member Campaign Awareness Video
633	1633	Travel Writer Fam Tours/Wash Cty									\$ 400				\$ 400	\$ -	
1634		Lobbying							\$ 3,000						\$ 3,000	\$ -	
1635		Miscellaneous and Local PR	\$ 500	\$ 500	\$ 2,000	\$ 500	\$ -	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 500	\$ 500	\$ 500	\$ 6,779	\$ 9,000	Williamsport Walk Tour - March
636	1636	Meals and Entertainment	\$ 50	\$ 50	\$ 50	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 200	\$ 200	\$ 353	\$ 1,150	Decreased
637	1638	PR Contract Services	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 571	\$ 2,100	Decreased
641	1641	Restaurant Week													\$ -	\$ -	
		Publications															
1640		Museum Ramble				\$ 2,500	\$ -								\$ 353	\$ 2,500	
1644		Bike Map					\$ 1,800								\$ -	\$ 1,800	
1645		Walking Tour Brochure				\$ 1,700	\$ 3,600			\$ -					\$ -	\$ 5,200	
1646		Bridges Map				\$ 2,000									\$ -	\$ 2,000	
1647		Movie Incentive													\$ -	\$ -	
650	1650	Visitor Guide			\$ 57,000										\$ 43,379	\$ 57,000	Design/Cover/Print
651	1651	Potomac River Atlas													\$ -	\$ -	
652	1652	Calendar of Events				\$ -	\$ 325		\$ 325	\$ 2,900	\$ 4,488	\$ 325			\$ 5,480	\$ 8,363	One print in 2020 - tabletop COE
653	1653	Consumer Guides/Misc Pubs				1600		\$ 1,200		\$ 3,700		\$ -			\$ 5,343	\$ 6,400	Service Guide/Shop&Din
1656		Coupon Booklet													\$ -	\$ -	
656	1665	Product Development	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -						\$ 800	\$ -	UPI
659	1659	Miscellaneous													\$ -	\$ -	
657	1657	Dest Planning/Brochure Updates													\$ -	\$ -	
		Member Relations															
1670		Member Services	\$ 250			\$ 250		\$ 250			\$ 250				\$ 362	\$ 1,000	SEO clean-up for 4 members
671	1671	Member Activities			\$ 850			\$ 3,500					\$ 3,500	\$ 500	\$ 7,850	\$ -	Annual Meeting/Tourism Day/Picnic
		Other Promotional Programs															
1691		Sports Marketing						\$ 2,500				\$ 2,500			\$ 2,997	\$ 5,000	
692	1692	Matching Grants, Donations, Co-ops				\$ 500				\$ 500					\$ -	\$ 1,000	
694	1694	Trade Memberships	\$ 2,360	\$ 1,200					\$ 4,550	\$ 2,000			\$ 550	\$ 6,100	\$ 10,660	\$ -	
695	1695	Miscellaneous													\$ -	\$ -	
699	1699	Research								\$ 2,200					\$ 589	\$ 2,200	STR
698	1698	Staff Development and Training	\$ -				\$ 50	\$ 2,000	\$ 3,075		\$ -				\$ 1,363	\$ 5,125	DI/Continued Education
		Total Promotional Programs	\$ 29,140	\$ 25,640	\$ 99,635	\$ 37,670	\$ 27,440	\$ 28,990	\$ 32,965	\$ 33,140	\$ 46,665	\$ 35,178	\$ 19,415	\$ 14,340	\$ 336,384	\$ 430,218	
															31.79%	47.82%	

		Budget Recap	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	2020 Actuals	2021 Budget	
		Revenues	\$ 56,015	\$ 40,615	\$ 62,015	\$ 104,903	\$ 72,915	\$ 73,715	\$ 76,215	\$ 75,515	\$ 121,224	\$ 75,615	\$ 70,615	\$ 70,391	\$ 1,057,999	\$ 899,753	
		Administration	\$ 36,661	\$ 33,410	\$ 33,307	\$ 34,170	\$ 35,703	\$ 33,710	\$ 43,153	\$ 37,453	\$ 37,453	\$ 37,453	\$ 37,453	\$ 37,453	\$ 427,182	\$ 437,377	
		Operations	\$ 8,399	\$ 9,269	\$ 8,699	\$ 11,939	\$ 10,126	\$ 16,125	\$ 9,924	\$ 8,542	\$ 10,619	\$ 8,834	\$ 9,004	\$ 9,029	\$ 127,182	\$ 120,509	
		Promotional Programs	\$ 29,140	\$ 25,640	\$ 99,635	\$ 37,670	\$ 27,440	\$ 28,990	\$ 32,965	\$ 33,140	\$ 46,665	\$ 35,178	\$ 19,415	\$ 14,340	\$ 336,384	\$ 430,218	
		Balance	\$ (18,185)	\$ (27,704)	\$ (79,626)	\$ 21,124	\$ (354)	\$ (5,110)	\$ (9,827)	\$ (3,620)	\$ 26,487	\$ (5,850)	\$ 4,743	\$ 9,569	\$ 167,251	\$ (88,350)	
		NON-EXPENSE ITEMS															
525	1525	Capital Purchases	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			(Office Reno)
542	1542	Reserve Funding	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
545		Loan Payments	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
		Reserve Funding to be used	\$ 14,445	\$ 16,300	\$ 61,295										\$ -	\$ 92,040	Phase 2 CARES Act \$
		Total Net Balance	\$ (3,740)	\$ (11,404)	\$ (18,331)	\$ 21,124	\$ (354)	\$ (5,110)	\$ (9,827)	\$ (3,620)	\$ 26,487	\$ (5,850)	\$ 4,743	\$ 9,569	\$ 167,251	\$ 3,690	