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06/05/14

Cash Basis

**MOORESVILLE TRAVEL AND TOURISM AUTHORITY**  
**Profit & Loss**  
 July 2013 through May 2014

|  | Jul '13 - May 14  |
|--|-------------------|
| <b>Ordinary Income/Expense</b>                 |                   |
| <b>Income</b>                                  |                   |
| 3000 · Revenues                                |                   |
| 3010 · Occupancy Tax                           | 847,444.70        |
| 3021 · Interest                                | 145.74            |
| 3025 · Other Income                            | 3,348.94          |
|  | 850,939.38        |
| <b>Total 3000 · Revenues</b>                   | <b>850,939.38</b> |
| <b>Total Income</b>                            | <b>850,939.38</b> |
| <b>Expense</b>                                 |                   |
| 6039 · Personnel                               |                   |
| 6040 · Salaries                                | 94,733.69         |
| 6042 · Employee Benefits - Insurance           | 17,857.72         |
| 6045 · Payroll Taxes                           | 10,769.05         |
|  | 123,360.46        |
| <b>Total 6039 · Personnel</b>                  | <b>123,360.46</b> |
| 6050 · Operations                              |                   |
| 6051 · Accounting                              | 2,100.00          |
| 6100 · Rent                                    | 17,996.00         |
| 6120 · Utilities                               | 3,066.85          |
| 6150 · Office Expense & Supplies               | 13,040.96         |
| 6155 · Telephone                               | 6,939.11          |
| 6158 · Dues & Subscriptions                    | 21,225.72         |
| 6165 · Office Insurance                        | 993.00            |
| 6182 · Mileage                                 | 1,691.92          |
| 6184 · Hotels & Meals                          | 6,815.17          |
| 6185 · Travel                                  | 4,629.59          |
| 6186 · Professional Development                | 300.00            |
| 6520 · Postage/Shipping                        | 2,843.69          |
| 6525 · Property Taxes                          | 183.95            |
| 6530 · Storage Rent                            | 2,145.00          |
|  | 83,970.96         |
| <b>Total 6050 · Operations</b>                 | <b>83,970.96</b>  |
| 7000 · Marketing & Promotions                  |                   |
| 7100 · Brochures                               | 8,446.00          |
| 7120 · Design & Layout                         | 1,425.00          |
| 7140 · Special Events                          | 2,419.50          |
| 7160 · Tradeshows/Conventions/Meetings         | 8,940.50          |
| 7170 · Sponsorships                            | 64,262.86         |
| 7180 · Signage                                 | 1,921.58          |
| 7190 · Billboards                              | 68,255.00         |
| 7200 · Newspaper/Magazines                     | 21,554.64         |
| 7300 · Promotional Items(t-shirts,etc)         | 6,870.89          |
| 7400 · Internet                                | 10,517.74         |
| 7725 · Visitor's Center                        | 3,500.00          |
| 7740 · MSI EDC                                 | 12,000.00         |
| 7745 · Product Development                     | 35,000.00         |
| 7750 · Simpleview                              | 13,500.00         |
| 7770 · Lodging Study                           | 14,475.00         |
| 7790 · Mazeppa Park                            | 120,000.00        |
| 7801 · America's Ballpark Project              | 401.50            |
| 7802 · Disc Golf course                        | 1,283.00          |
|  | 394,773.21        |
| <b>Total 7000 · Marketing &amp; Promotions</b> | <b>394,773.21</b> |
| <b>Total Expense</b>                           | <b>602,104.63</b> |
| <b>Net Ordinary Income</b>                     | <b>248,834.75</b> |
| <b>Net Income</b>                              | <b>248,834.75</b> |