FY – 2018/2019
Tourism Marketing Request for Funding

Prepared for:
City of Carroll

By:
Carroll Chamber of Commerce

Carroll Chamber of Commerce
Accomplish More Together

December 5, 2017

Mayor Jensen and the Carroll City Council
City of Carroll
City Hall
Carroll, Iowa 51401

Dear Mayor Jensen and Carroll City Council,

Your Carroll Chamber of Commerce proposes the Carroll City Council budget $34,500 from hotel/motel tax revenue receipts to promote the Chamber's visitor and tourism promotion activities. These funds would be used exclusively for funding the Chamber's tourism promotion efforts in the City's FY 2019. This request is an increase over FY 2018.

Additionally, the Chamber encourages the City to budget annually from hotel/motel tax revenues for small and large scale events that benefit our community.

The Chamber is the first resource visitors turn to with questions regarding the Carroll community. Whether its questions about upcoming events or inquiries regarding available lodging facilities or businesses, Chamber staff are well versed in finding our visitors the answers to their questions.

The Chamber's annual Visitor Guide is distributed to Iowa Welcome Centers, visitor centers, hotels and restaurants throughout Iowa to promote our community. The Visitor Guide, along with the biennial Chamber Magazine is sent out in visitor packets, travel packets, new resident welcome packets and more. Both of these publications, along with a community calendar and business directory, are also easily accessible on the Chamber's website and mobile app.

Travel Iowa is also a resource widely utilized by the Chamber for various tourism promotions. The Chamber maintains the information on TravelIowa.com's Carroll page, as well as more than 30 individual business and event listings on the website. Annually, this site serves as a wonderful portal for out-of-state visitors researching their Iowa vacation.

In the coming year, the Chamber hopes to capitalize on an increase of Iowa travelers seeking staycations or travels closer to home rather than out-of-state-ventures. Our *Journey to Great Destinations* campaign encourages visitors to #ChooseCarroll for their adventures closer to home. Additionally, a targeted regional effort aims to boost Carroll's identity as a western Iowa hub for travel, day adventures, shopping and more.

These requested City funds allow the Chamber to promote travel to Carroll around the state, promote our family-oriented events, and promote the numerous recreational activities found in Carroll, from our Municipal Golf Course to our Aquatic Center.

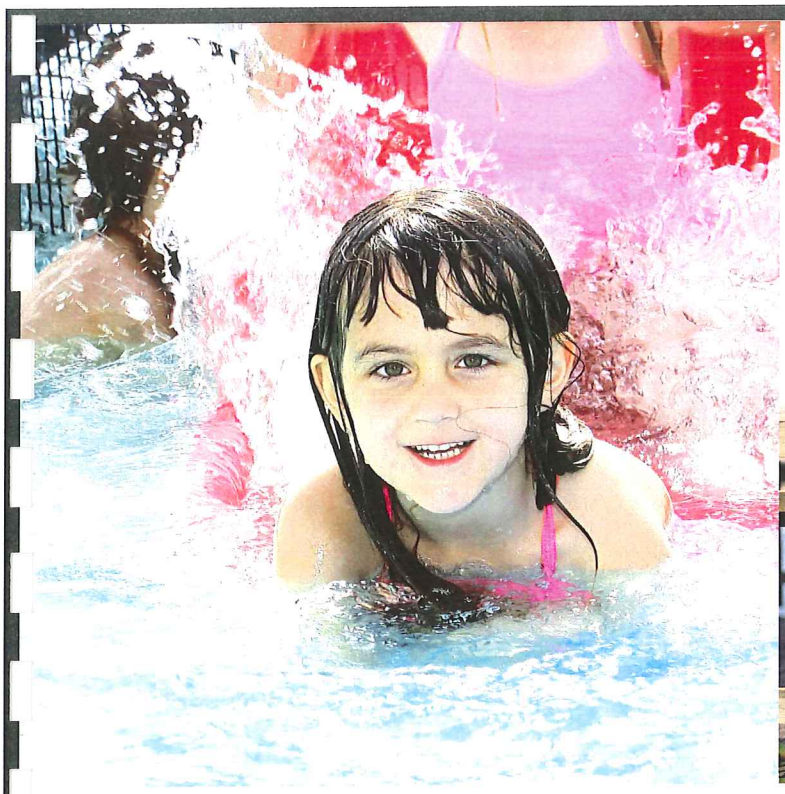
Carroll Chamber of Commerce
Accomplish More Together

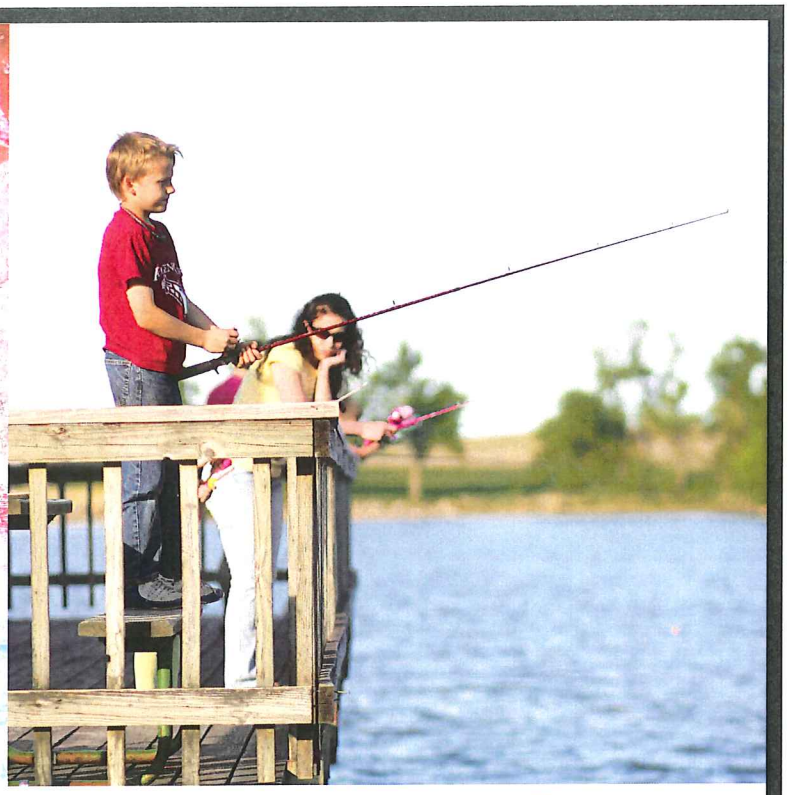
With the City's support, your Carroll Chamber will be better equipped to actively promote our community and attract visitors who will utilize our hotels and motels, and spend their time dining in our restaurants, shopping in our retail stores and experiencing our recreational and event opportunities. Simultaneously, this will positively affect the growth of hotel/motel tax and sales tax revenues for the City. I look forward to a discussion with the Council regarding the future promotion of Carroll as a destination for visitors and tourists.

Thank you,

Sarah Foley

Sarah Foley
Program Director
Carroll Chamber of Commerce





#ChooseCarroll

Journey to Great Experiences

2018—2019
Carroll Tourism Marketing Campaign

2018-2019 Carroll Tourism Marketing Campaign

Goal

Building off of the Carroll Chamber of Commerce's recently launched #ChooseCarroll campaign, the goal of our 2018-2019 Tourism Marketing Campaign is to build brand awareness for the community of Carroll, ultimately attracting increased traffic to our community for day trips as well as extended stays. This campaign will feature Carroll amenities often sought out by visitors, including recreational and highlighting our dining and spirits selection, retail outlets and healthcare services.

Audience

Two key audiences have been identified as the target populations for the 2018-2019 Carroll Marketing Plan. The first audience is our statewide visitors, those who are coming to Carroll as a staycation, daytrip, for leisure or to visit family and friends. This audience would reside 55+miles from Carroll.

- 2016 Iowa Economic Development statistics show 77.2% of travelers do so for leisure while 15.9% of travelers are visiting family and friends.
- Per trip, Iowans traveling within the state (staycations) spend an average of $787. The average length of stay is 3.5 days.

The second audience we will target are our regional visitors. This group includes individuals that live <55 miles from Carroll and view Carroll as a regional hub for retail, healthcare and workforce opportunities.

- Iowa's daytrippers (regional visitors) spend an average of $288 per trip according to 2016 Iowa Economic Development statistics.

Specifically, marketing plans will target women, with research showing 71.5% of trip planners are female. Additionally, research shows the largest percentage of purchasing decisions are made by adults ages 35-50 years of age, and these individuals will also be a key focus of our efforts.

Strategies

Dual strategies will be implemented in the coming year's marketing efforts to attract the audiences previously mentioned.

On a statewide level, print and social media efforts will be implemented to directly target individuals looking for a weekend getaway, or planning travel to the area for business or leisure activities. These efforts will highlight Carroll's recreational activities, retail outlets, along with dining and entertainment options. Resources available through Western Iowa Tourism and Travel Iowa will be utilized for additional promotion.

Regionally, a media mix of print, radio and social media will be utilized to establish Carroll as a regional hub for recreation, retail, dining and entertainment, and healthcare. Locally, Carroll County has a population of 20,498 to draw from. Looking beyond, to the local six county area, that population increases to *72,231 living within a 30-mile radius of our community*. With increased and targeted marketing efforts our goal will be to attract this population to Carroll for the purposes of shopping, dining, entertainment, utilizing local healthcare services and enjoying the many recreational amenities Carroll has to offer.

Specific strategies will include, but not be limited to:

- Establish a marketing calendar aimed at specifically targeting audience interests throughout the year
    - 1st quarter, emphasis on dining and entertainment
    - 2nd quarter, focus on recreational opportunities available in Carroll
    - 3rd quarter, highlight healthcare services
        - While in Carroll for a medical appointment we'll invite consumers to choose Carroll's shops and restaurants
    - 4th quarter, concentrate efforts on **highlighting retail outlets**
    - Consistent quarterly messaging **will ensure** effective saturation of messaging themes
    - While highlighting specific, quarterly targets, all messaging will carry the underlying theme of choosing Carroll for all our community has to offer
    - Consistent messaging will appear in all media venues during the specific target time, however messaging may be adjusted to appeal to varying audiences
- Establish a larger social media presence for Carroll
    - Create www.VisitCarroll.com as a landing page for all tourism related efforts
        - Mirror tourism online marketing on the Chamber's website
        - Create a link between Chamber's website and www.VisitCarroll.com
    - Create *VisitCarroll* Facebook page to support the tourism website and online presence
        - Facebook efforts will reinforce other media messaging and serve as a funnel to the www.VisitCarroll.com website
- Work directly with local businesses for multiplied marketing efforts and results
    - Have local businesses utilize similar messaging for a consistent theme, increasing reach and frequency of marketing efforts
- Work with businesses and organizations looking for host communities for meetings and conventions
    - Work directly with businesses hosting out of town vendors and business partners
    - Assist local organizations hosting conferences or workshops
    - Actively seek out opportunities to attract organizations and businesses looking for conference or workshop host communities

- Create niche or interest specific day and weekend itineraries for visitors
    - Sip and Savor itineraries for those interested in experiencing Carroll restaurants, wineries, breweries and spirits
    - A "Pamper Yourself" itinerary focused on local spas and salons
    - Don't Junk It, Trunk It: an itinerary focusing on Carroll's antique, design and salvaging businesses
    - Beautiful Boutiques: an itinerary which invites travelers to journey through many specialty stores Carroll has to offer

What's Different

In the coming year we're making a few modifications to our overall tourism marketing that will compel visitors to choose Carroll for their future journeys.

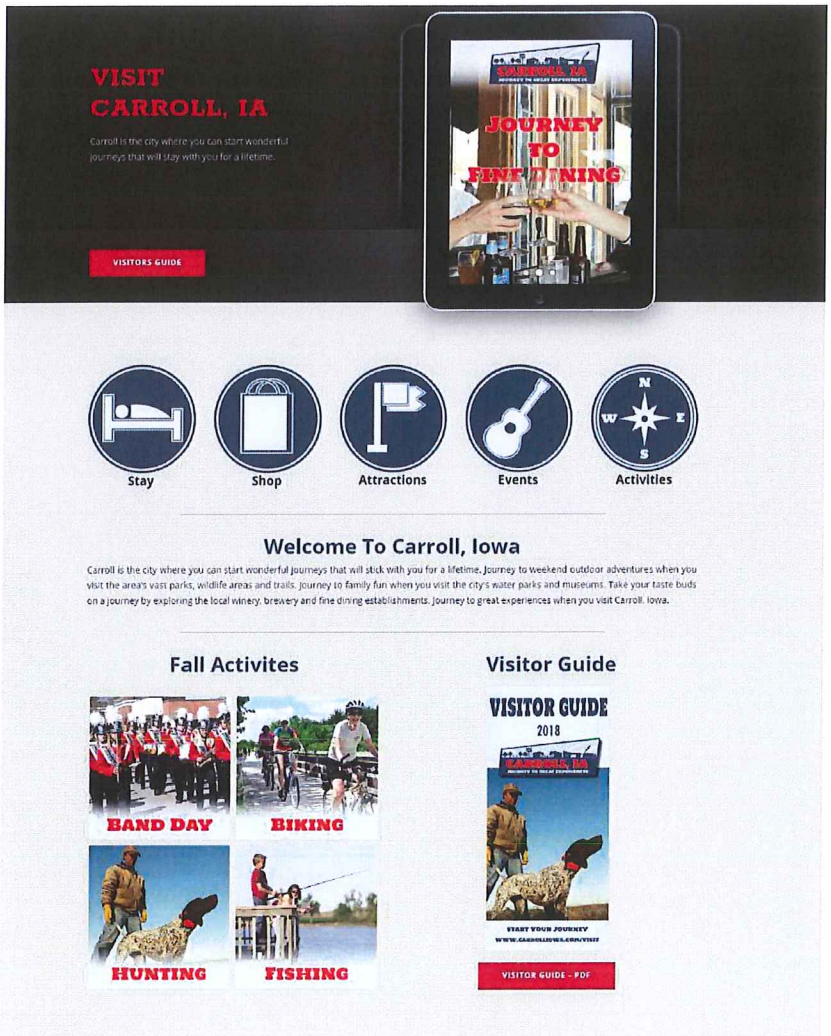
First of all, we're implementing a dual strategy of reaching out statewide as well as regionally to reach multiple audiences simultaneously and with similar messaging. And while we are asking for a $12,500 increase over last year's budget to run, close attention has been paid to where media placements will be made and dollars spent.

In print media, we've eliminated several single run media buys in Fort Dodge, Atlantic and other area and smaller venues. Moving forward, placements will be part of a series, ensuring audiences receive enough frequency with the messaging that it's retained. Additionally, careful consideration has been made regarding where media purchases are made. With audiences across the state as well as regionally, placements will be made in popular Iowa tourism publications and regional publications with solid circulations.

The proposed 2018-2019 Tourism Marketing Campaign also includes an increase and decrease in broadcast media purchases. We've eliminated InfoTouch advertising at various electronic kiosks and added regional radio advertising.

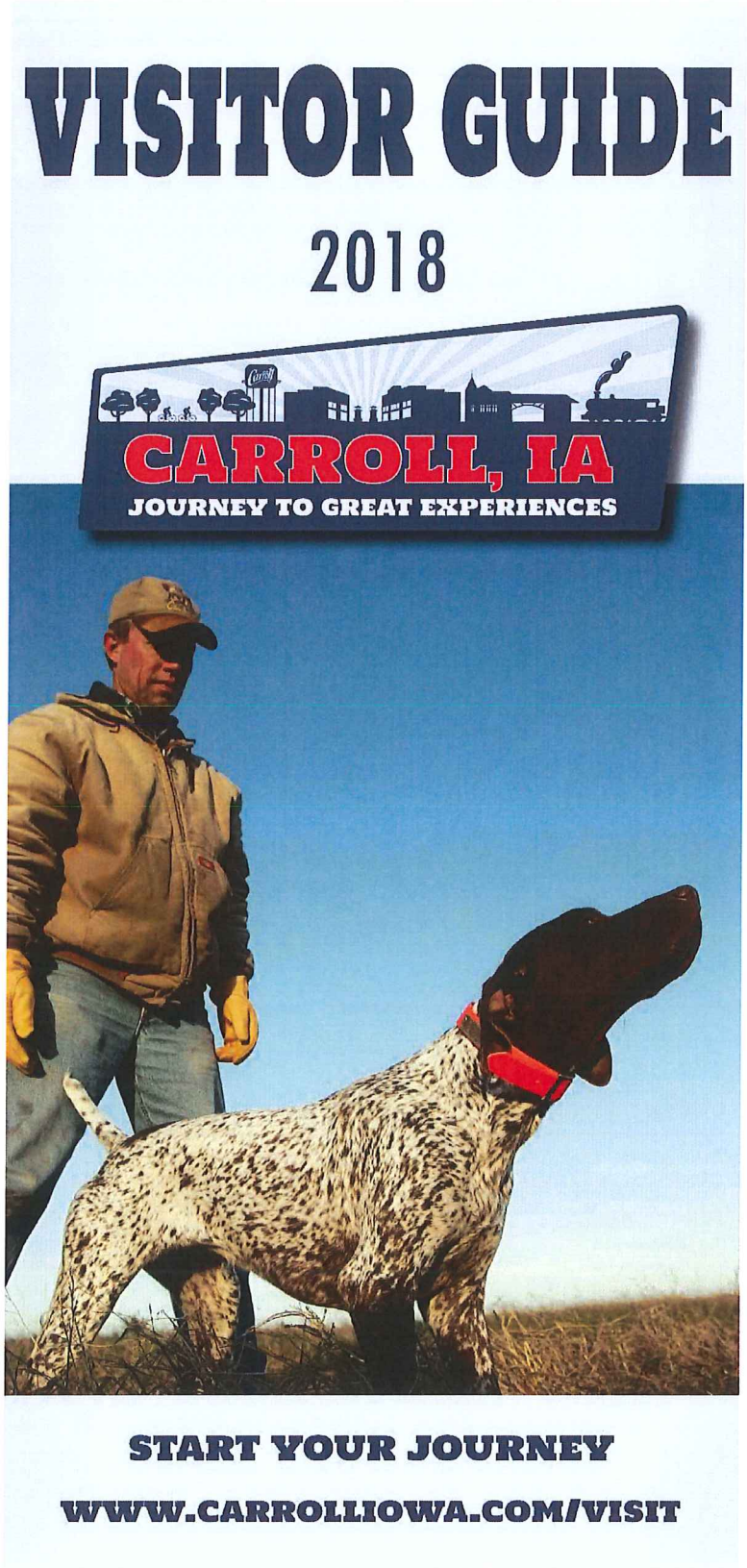
With online advertising, we've eliminated online banner ads that were placed in previous years with a new concentrated effort to increase our online presence through social media and boosting our own image online. We've added the costs of hosting a www.VisitCarroll.com website to direct visitors to a maintained portal of Carroll events, hotspots and recreational opportunities.

A slight increase was also made to the promotional material budget as we look to increase our presence at tourism conferences and showcase events.



A www.VisitCarroll.com website will feature the amenities and activities Carroll offers.

Print ads will invite visitors to choose Carroll amenities for a variety of experiences.



Produced annually, the Carroll Visitors Guide is distributed at Welcome Centers throughout Iowa, hotels, restaurants, visitor centers and more.

From paddle boats to fishing for Pike, Carroll boasts a number of fun and accessible outdoor amenities! Get away from it all at Swan Lake State Park. This 510 acre multi-use area includes places to camp, swim, hike, bike and so much more. Be one with nature by visiting Swan Lake's Conservation Education Center, Farm Museum or wildlife exhibits.

#ChooseCarroll
Journey to Great Experiences

Carroll Chamber of Commerce
Accomplish More Together

www.carrolliowa.com
(712) 792-4383

Print ads will highlight Carroll's recreational opportunities, shopping and dining.

Proposed 2018-2019 Marketing Budget

Print Media.....$19,250.00

Print media mix to include local and statewide print medias, including but not limited to Carroll Daily Times Herald, Carroll Today, The Iowan, Our Iowa Magazine, Iowa Travel Guide, Des Moines Register

Broadcast Media $5000.00

Broadcast media mix to include both radio and television marketing, including but not limited to Carroll Broadcasting, On Media Television, ICAN (Western Iowa Networks Cable)

Online Media.....$750.00

Online media mix to include social media venues including but not limited to Facebook and Snapchat

Promotional and Other $9,500.00

Promotional and other items may include, but will not be limited to, maintaining and hosting a www.VisitCarroll.com website, production of the Carroll map, production of the *Carroll Visitor Guide*, placement of the Visitor Guide online, promotional tourism events including the Annual Legislative Showcase and Iowa Tourism Conference, membership in the Iowa Travel Group, Western Iowa Tourism efforts and more

2018-2019 Total Marketing Budget.....$34,500.00

Internal Revenue Service

District
Director

Department of the Treasury

Person to Contact: EO:TPA

Telephone Number: 1-800-829-1040

Refer Reply to: PRP

Date: June 24, 1994

CARROLL CHAMBER OF COMMERCE
223 W 5TH ST BOX 307
CARROLL, IA 51401

RE: EXEMPT STATUS
EIN: 42-0170016

This is in response to the letter, dated June 16, 1994, regarding your status as an organization exempt from Federal income tax.

Our records indicate that a ruling letter was issued in August 1970, granting your organization an exemption from Federal income tax under the provisions of Section 501(c)(6) of the Internal Revenue Code of 1954.

If your gross receipts each year are normally more than $25,000.00, you are required to file Form 990, Return of Organization Exempt from Income Tax by the fifteenth day of the fifth month after the end of your annual accounting period.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under Section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T.

If any question arises with respect to your status for Federal income tax purposes, you may use this letter as evidence of your exemption.

This is an advisory letter.

Sincerely yours,

Marilyn W. Day

Marilyn W. Day
District Director

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Joseph Rossiter, Information Specialist j.rossiter@carrolliowa.com

Carroll Chamber of Commerce
Accomplish More Together

Carroll Chamber of Commerce
Carroll, Iowa

Independent Auditor's Report
Financial Statement
Year Ending December 31, 2016

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CARROLL CHAMBER OF COMMERCE
BOARD OF DIRECTORS MEMBERS

NAME	POSITION
Andy Reiman	President
Jill Schweers	Vice-President
Sarah Foley	Sec-Treasurer
Josh Perrin	Past President
Justin Schenkelberg	Ag Representative
Mark Nepple	Presidential Appointee
Steve Blackburn	Director
Peg Sanders	Director
Jim Friel	Director
Karen Kennebeck	Director
K'Lynn Ludwig	Director
Travis Osterlund	Director
Brent Kjellberg	Director
Joel Lundstrom	Director
Dr. Michelle Sturm	Director

Carroll Chamber of Commerce Management

Shannon Landauer, Executive Director

John D. Morrow

Certified Public Accountant

Member
Iowa
Society
Certified Pubic Accountants

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morrowjd@netins.net

May 25, 2017

INDEPENDENT AUDITOR'S REPORT

Board of Directors
Carroll Chamber of Commerce
407 W 5th St
Carroll, IA 51401

Report on the Financial Statements
I have audited the accompanying financial statements of Carroll Chamber of Commerce (a non profit corporation) which comprise the statement of financial position as of December 31, 2016, and the related statement of activities and change in net assets, and cash flow for the year then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements
Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility
My responsibility is to express an opinion on these financial statements based on my audit. I conducted the audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that I plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, I express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

Opinion
In my opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Carroll Chamber of Commerce as of December 31, 2016, and the results of its operation and its cash flow for the year then ended in accordance with accounting principles generally accepted in the United States of America.

John D Morrow

FINANCIAL STATEMENTS

Exhibit A

CARROLL CHAMBER OF COMMERCE
STATEMENT OF FINANCIAL POSITION
Year Ending December 31, 2016

	2016
ASSETS:	
CURRENT ASSETS:	
Cash in Bank	$ 308,580
Accounts Receivable	661
Accounts Receivable-related organization	4,745
Prepaid Expenses	4,306
Total Current Assets	318,292
PROPERTY, PLANT & EQUIPMENT:	
Building & Land-fair value	132,198
Accumulated Amortization	(14,240)
	117,958
Leasehold Improvements	101,072
Furniture & Equipment	120,781
Accumulated Depreciation	(143,903)
	77,950
Total Property, Plant & Equipment	195,908
TOTAL ASSETS	$ 514,200
LIABILITIES AND NET ASSETS:	
CURRENT LIABILITIES:	
Accounts Payable	$ 18,662
Dues Collected in Advance	83,298
Fees Collected in Advance	8,205
Accrued Payroll	2,207
Accrued Property Tax	3,996
Total Liabilities	116,368
NET ASSETS:	
Unrestricted	
Undesignated	241,438
Designated	38,436
Unamortized Building Valuation	117,958
	397,832
TOTAL LIABILITIES & NET ASSETS	$ 514,200

See accompanying Notes to Financial Statements.

Exhibit B

CARROLL CHAMBER OF COMMERCE
STATEMENTS OF ACTIVITIES AND CHANGE IN NET ASSETS
Year Ending December 31, 2016

	2016
Revenues:	
Membership Dues	$ 166,732
Interest Income	925
Program Income:	
Events	125,987
Tourism	20,302
Promotions	71,021
Sales & Rent	8,965
Newsletter	770
Total Revenue	394,702
Expenditures:	
Program Services:	
Events	80,732
Tourism	20,137
Promotions	37,575
Retail	9,994
Membership	9,567
Supporting Activities:	
General & Administrative Costs	188,924
Total Expenses	346,929
Revenue over Expenses	47,773
Net Assets Beginning of Year	350,059
Net Assets End of Year	$ 397,832

See accompanying Notes to Financial Statements.

Exhibit C

CARROLL CHAMBER OF COMMERCE
STATEMENTS OF CASH FLOWS
Year Ended December 31, 2016

	2016
Resources Provided (Used) By:	
Cash Flow from Operating Activities:	
Change in Net Assets	$ 47,773
Adjustments to Reconcile Net Assets To Net Cash Provided by Operating Activities:	
Depreciation	3,972
Amortized rent	1,512
Changes in operating assets & liabilities:	
(Increase) Decrease in:	
Accounts receivable	(4,753)
Prepayments	(308)
Increase (Decrease) in:	
Accounts payable	7,430
Dues collected in advance	(3,734)
Fees collected in advance	1,125
Accrued payroll	1,032
Accrued property tax	(2,424)
Net Cash Used for Operating Activities	51,625
Cash Flow from Investing Activities:	
None	0
Cash Flow from Financing Activities:	
None	0
Net Increase in Cash	51,625
Cash, Beginning of Year	256,955
Cash, End of Year	$ 308,580

Supplemental Disclosures of Cash Flow Information:

NONE

See accompanying Notes to Financial Statements.

CARROLL CHAMBER OF COMMERCE
NOTES TO FINANCIAL STATEMENT
December 31, 2016

Note 1 Nature of Activities and Significant Accounting Policies

A. Nature of Activities

The purposes for which Carroll Chamber of Commerce was organized is to define and promote Carroll as a business community through its members. The Carroll Chamber of Commerce is a non-profit organization whose powers are limited to the definitions and purposes encompassed by Section 501(c)(6), of the Internal Revenue Code.

B. Significant Accounting Policies

Basis of Accounting - The financial statements of Carroll Chamber of Commerce have been prepared on the accrual basis of accounting and in accordance with the American Institute of Accountants' Audit and Accounting Guide, *Not-For-Profit Organizations.* The significant accounting policies followed are described below to enhance the usefulness of the financial statements to the reader.

Basis of Presentation - Financial statement presentation follows the recommendations of the Financial Accounting Standards Board in its Statement of Financial Accounting Standards (SFAS) No. 117 (ASC 958), *Financial Statements of Not-for-Profit Organizations.* Under SFAS No. 117, the Organization is required to report information regarding its financial position and activities according to three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets.

Net assets, revenues, and expenses are classified based on the existence or absence of donor-imposed restrictions. Accordingly, the net assets of the Carroll Chamber of Commerce and changes therein are classified and reported as follows:
Unrestricted net assets are resources over which the Board of Directors has discretionary control and are available for the various programs and administration of the Organization.
Undesignated net assets are not subject to any 3rd party donor-imposed stipulations.
Designated net assets are designated to the Connect Young Professionals, a affiliated group of the Carroll Chamber of Commerce.
Temporarily Restricted Net Assets are resources subject to donor imposed restrictions which will be satisfied by actions of the Organization or the passage of time. Donor restricted contributions for which restrictions are met in the same reporting period are reported as unrestricted support.
Permanently Restricted Net Assets are resources subject to donor imposed restrictions that neither expire by the passage of time nor can be fulfilled or otherwise removed by actions of the Organization.
There currently are no temporary or permanently restricted net assets.
Unamortized Building Valuation is a signed lease by the Carroll Chamber of Commerce with the Carroll Depot Centre, Ltd. for the use of the Depot Building for the Carroll Chamber of Commerce offices and meeting spaces. The lease calls for a rent payment of $1.00 per year beginning on the 1st day of October 2007 and on the 1st day of each year thereafter during the term of the lease. The term of the lease begins on or before the 1st day of August 2007 and end on the 1st day of January 2095. The fair value of the building is appraised at $233,270 including $101,072 recorded as leasehold improvements. The remaining value is reported as Building & Land - fair value which totals $132,198.

Note 1 Nature of Activities and Significant Accounting Policies (continued)

B. Significant Accounting Policies (continued)

Use of Estimates - The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

Concentration of Credit Risk - Financial instruments that potentially subject the Chamber to concentrations of credit risk consist principally of temporary cash investments and deposits. The Chamber places its cash investments with financial institutions and limits the amount of credit exposure to any one financial institution.

Assets, Liabilities and Net Assets - The following accounting policies are followed in preparing the statement of financial position.

Cash and Cash Equivalents - For the statement of cash flows, all cash investments that are highly liquid are considered to be cash equivalents. Cash equivalents are readily convertible to known amounts of cash. Cash includes amounts in demand deposits, savings accounts, certificate of deposits, and money market funds.

The cash in the bank for chamber bucks is designated by the board to the extent of un-expired outstanding chamber bucks.

Accounts Receivable and Program Reimbursements - The Carroll Chamber of Commerce carries it's accounts receivables at cost.

Allowance for Doubtful Accounts - There is no provision for accounts receivable bad debts since all receivables are considered to be collectible.

Property and Equipment - Building & Land - fair value is recorded on the date donated and amortized over 87.42 years (the term of the lease) with a current estimated residual value of $117,958.

Accumulated amortization as of 12/31/16 is as follows:

Building & Land - fair value	$ 132,198
Less: Accumulated Amortization	(14,240)
Total Unamortized Building Value	$ 117,958

Note 1 Nature of Activities and Significant Accounting Policies (continued)

B. Significant Accounting Policies (continued)

Property and equipment are valued at cost if purchased, or fair value if donated. The straight-line method of depreciation is used for all depreciable assets. The useful lives of the depreciable assets are as follows:

	Useful Life
Furniture & Fixtures	5-15 years
Leasehold Improvements	39 years

Accumulated depreciation as of 12/31/16 is as follows:

Furniture & Fixtures	$ 120,781
Leasehold Improvements	101,072
	221,853
Less: Accumulated Depreciation	(143,903)
Total	$ 77,950

Income Taxes - Carroll Chamber of Commerce is exempt from Federal income taxes under provisions of Internal Revenue Code Section 501(c)(6) for amounts representing unrelated business income.

The organization files Form 990, Return of Organization Exempt From Income Tax, in the U.S. federal jurisdiction.

Cash Flow - The statement of cash flow is presented using the indirect method. For purposes of the statement of cash flow, the Chamber considers cash equivalents to include time deposits and certificates of deposit. The Chamber's certificates of deposit are readily convertible to cash if needed for operations.

Advertising Costs - Advertising costs are charged to operations when incurred. The Chamber has not incurred any direct-response advertising.

Functional Allocation of Expense - The costs of providing the various programs and activities have been summarized on a functional basis in the notes to the financial statements.

Dues and Fees Collected in Advance - Dues and fees collected in advance include membership dues and program fees assessed for 2017, and collected in 2016.

Note 2 Organization Risk Management

Carroll Chamber of Commerce is exposed to various risks of loss related to torts; theft of, damage to, and destruction of assets; errors and omissions; injuries to employees; and natural disasters. Carroll Chamber of Commerce assumes liability for any deductibles and claims in excess of coverage limitations. Settled claims resulting from these risks have not exceeded commercial insurance coverage in any of the past two fiscal years.

Note 3 Total Deposit Accounts And Insured Depository Limits

Carroll Chamber of Commerce maintains checking, savings, money market accounts, and certificates of deposits at various financial institutions. Accounts at each institution are insured by the Federal Deposit Insurance Corporation up to $250,000. The Carroll Chamber of Commerce did exceed the $250,000 limit during the audit period.

Note 4 Date of Management's Review

The Organization has performed an evaluation of subsequent events through May 25, 2017, which is the date the financial statements were available to be issued, noting no events which affect the financial statements as of December 31, 2016.

Note 5 Retirement Plan

The Carroll Chamber of Commerce established a Simple IRA retirement plan effective March 15, 2004. A nonelective 2% contribution for all eligible employees was made for this audit period totaling $2,606.

Note 6 Lease - The Chamber leases office space from Carroll Depot Centre, Ltd. The term of the lease began August 1, 2007 and ends on January 1, 2095. The Chamber is required to pay rent of $1 per year on the first day of each year.

Note 7 Revenue & Expenses by Program

A detail of the chamber events, tourism, promotions, sales and newsletter is as follows:

	REVENUE	EXPENSES	NET
Events:			
Ag golf	$ 17,628	$ 8,947	$ 8,681
Annual banquet	6,390	7,170	(780)
Ribbon cutting	70	0	70
Band day	2,350	1,193	1,157
Color Run	9,192	4,480	4,712
Golf outing	19,135	7,281	11,854
Fair	0	500	(500)
Merchant Baseball	41,204	35,296	5,908
Hoop it up	30,018	15,865	14,153
Total Events	125,987	80,732	45,255
Tourism:			
Tourism marketing, etc	16,107	18,237	(2,130)
Visitors guides	4,195	1,900	2,295
Total Tourism	20,302	20,137	165
Promotions:			
Christmas Decor	0	959	(959)
Carrollfest	33,817	23,207	10,610
City map/magazine	18,146	3,726	14,420
Connect Young Professionals	3,308	4,736	(1,428)
PR/marketing	0	2,276	(2,276)
Leadership institute	15,750	2,671	13,079
Total Promotions	71,021	37,575	33,446
Sales & Rent:			
Map sales, etc	424	0	424
Room & depot rentals	4,941	0	4,941
Office technology	3,600	0	3,600
Retail expense	0	9,994	(9,994)
Total Sales & Rent	8,965	9,994	(1,029)
Newsletter & Membership:			
Newsletter	770	571	199
Chamber marketing	0	6,829	(6,829)
Meetings	0	1,427	(1,427)
Recruitment	0	740	(740)
Total Newsletter & Membership	770	9,567	(8,797)
TOTAL PROGRAMS	$227,045	$ 158,005	$ 69,040

Note 8 General and Administrative Costs

A detail of the general and administrative costs are as follows:

Salaries & Wages	$ 103,608
Payroll taxes	8,774
Employee Benefits	10,901
Staff & board development	2,084
Accounting and auditing	10,800
Office Expenses:	
Contract labor	337
Equipment	2,582
Technology	5,959
Postage	1,324
Supplies	4,841
Facility Expenses:	
Custodial	4,563
Electric	3,803
Gas	1,658
Internet/telephone	2,811
Water	756
Insurance	8,814
Maintenance	2,629
Property tax	4,792
Amortization	1,512
Depreciation	3,972
Miscellaneous	154
Storage	2,250
TOTAL GENERAL AND ADMINISTRATIVE COSTS	$ 188,924

Carroll Chamber of Commerce
Accomplish More Together

Carroll Chamber of Commerce

2018 Budget

Revenue	
Dues	$173,000
Events, Programs and Promotions	$131,600
Tourism Revenue	$38,500
Other	$5,975
Total Revenue	**$349,075**
Expenses	
Administration	$215,675
Office equipment, supplies, phone, postage, payroll and benefits, utilities, maintenance	
Events, Programs and Promotions	$96,900
Event expenses, retail, marketing, newsletter	
Tourism Expense	$36,500
Total Expenses	**$349,075**
Net Income	**$0**

Why Join the Chamber

The Carroll Chamber of Commerce provides a wide range of supportive member benefits and programs that aim to foster business growth and exposure in the Carroll area. The Chamber and its members look to build a stronger, more prosperous community.

Events

- Ag Golf Outing
- Carroll Band Day
- Chamber Golf Outing
- Color Fun Run
- County Fair Sponsorship
- Hoop it Up Youth Basketball
- Retail Promotions / Santa's Workshop

Benefits

- Business Advocacy
- Business Referrals
- Carroll County Visitor Guide
- Carroll Magazine
- Chamber Bucks
- Community Service Awards
- Membership Mailing Lists & Labels
- Meeting Room Rentals

Networking

- Annual Banquet
- Carroll Young Professionals
- Chamber Coffees
- Chamber Events
- Business-After Hours
- Event Sponsorships

Visibility

- Business Awards
- Membership Directory
- Membership Window Decal
- Monthly Newsletter
- Newsletter Advertising
- Ribbon Cuttings
- Tourism Marketing

Resources

- Available Sites and Buildings
- City and County Maps
- Community Calendar
- Carroll County Leadership Institute
- Legislative and Candidate Forums
- Revolving Loan Fund
- Small Business Development Resources

Unique Tools

- Member's Customizable Web Page
- Mobile App Listing
- Member-to-Member Discounts
- Job Board Listing
- Online Commerce
- Online Coupons

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