

ENGLISH RIVIERA BID COMPANY LTD**MANAGEMENT ACCOUNTS FOR THE PERIOD TO 31 December 2017**

	Full Year	
	BUSINESS PLAN	
	ACTUAL	BUDGET
INCOME		
Commercial Advertising/e-newsletters	3,150	5,000
Destination Guide Income	88,350	75,000
Visitor Information Service	18,777	-
	110,277	80,000
BID levy	497,538	500,000
Other Commercial Advertising	12,680	10,000
Membership Contributions/Sponsorship Projects	5,285	10,000
	104,640	-
	730,420	600,000
EXPENDITURE		
Destination Marketing Expenditure	449,314	465,000
Projects	85,614	-
	534,928	465,000
CORE EXPENSES		
Staff	85,847	92,000
Overheads	13,282	12,000
Setup Costs	8,480	-
Levy Collection Costs	6,000	6,000
	113,609	110,000
Contingency	19,803	25,000
Total Expenditure	668,340	600,000
Reserve for 2018 TV Media Campaign	62,080	-