

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	Budget Year 2023		
Income															
TPA Contract															707,260.00
Total Income															707,260.00
MARKETING / PROMOTIONS															
ADVERTISING & MARKETING															
Advertising															
Social Media Ad		46.00	45.00	46.00	46.00	46.00	46.00	45.00	45.00	45.00	45.00	45.00	500.00	500.00	New marketing - opportunity to market on social media through paid advertising (promotion of sports facility assets, destination assets and sports events)
Sports Destination Magazine		1,000.00	2,000.00	2,000.00	2,000.00	1,000.00	2,000.00	2,000.00		1,000.00		2,000.00	15,000.00	15,000.00	Digital Marketing with content marketing, print marketing, online advertising
Sports Events Magazine		1,300.00	1,300.00	1,300.00	1,300.00	1,300.00	1,230.00	1,314.00	1,364.00	1,364.00	1,364.00	1,364.00	14,500.00	14,500.00	Digital Marketing with content marketing, print marketing, online advertising
Push Sports Magazine		1,167.00		1,167.00		1,167.00		1,167.00		1,166.00		1,166.00	7,000.00	7,000.00	Digital Marketing with content marketing through online and social media platforms
Sports Planning Guide Directory										4,400.00			4,400.00	4,400.00	
Total Advertising		3,513.00	3,345.00	4,513.00	3,346.00	3,513.00	3,276.00	4,526.00	1,409.00	7,975.00	1,409.00	4,575.00	41,400.00	41,400.00	
Marketing															
Domains			125.00								125.00		250.00	250.00	
Promotions/Merchandise		400.00		1,600.00									2,000.00	2,000.00	promotional swag items / logo apparel for staff
Production Costs		525.00	525.00	525.00	525.00	525.00	525.00	525.00	800.00	525.00			5,000.00	5,000.00	increase for new creative artwork for ads /photography
Website Design			3,000.00			4,000.00		3,000.00					10,000.00	10,000.00	new website - www.snocosports.org
Video Production			2,000.00	2,000.00			5,000.00			3,000.00		3,000.00	15,000.00	15,000.00	sports videos (venues, brand, and year in review)
Sports Directory					750.00				750.00				1,500.00	1,500.00	Logo USB sticks which include sports directory, promotional materials
Total Marketing		925.00	5,650.00	4,125.00	1,275.00	4,525.00	5,525.00	3,525.00	1,550.00	3,525.00	125.00	3,000.00	33,750.00	33,750.00	
Total ADVERTISING & MARKETING	-	4,438.00	8,995.00	8,638.00	4,621.00	8,038.00	8,801.00	8,051.00	2,959.00	11,500.00	1,534.00	7,575.00	75,150.00	75,150.00	
DEVELOPMENT															
Dues & Subscriptions															
Assoc. of Chief Executive (ACES)											1,000.00		1,000.00	1,000.00	membership dues
Economic Alliance Sno Co (EASC)											500.00		500.00	500.00	membership dues
Professional Fees					3,000.00								3,000.00	3,000.00	
Sports Events & Tourism Assoc.											1,195.00		1,195.00	1,195.00	membership dues
Destination International		1,600.00											1,600.00	1,600.00	new membership; aligns us as a DMO
Economic Impact Calculator		2,000.00											2,000.00	2,000.00	new tool to be relevant with economic impact/ economic development / driver
Esports Trade Association					775.00								775.00	775.00	new membership with esports
Total Dues & Subscriptions		3,600.00	-	-	3,775.00	-	-	-	-	-	2,695.00	-	10,070.00	10,070.00	
Datafy			7,500.00										7,500.00	7,500.00	new data analytics for reporting (yearly cost)
Website Maintenance	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	3,000.00	3,000.00	monthly maintenance for new website
Sports Development															
Huddle Up Group											3,000.00		3,000.00	3,000.00	
Playeasy					3,000.00								3,000.00	3,000.00	
Event Visits		1,363.00	1,363.00	1,363.00	1,363.00	1,364.00	1,364.00	1,364.00	1,364.00	1,364.00	1,364.00	1,364.00	15,000.00	15,000.00	attend up to 15 events
Total Sports Development	250.00	9,113.00	1,613.00	1,613.00	4,613.00	1,614.00	1,614.00	1,614.00	1,614.00	1,614.00	4,614.00	1,614.00	21,000.00	21,000.00	
Total DEVELOPMENT	250.00	12,713.00	1,613.00	1,613.00	8,388.00	1,614.00	1,614.00	1,614.00	1,614.00	1,614.00	7,309.00	1,614.00	41,570.00	41,570.00	
TRADESHOWS & TRAVEL															
Trade Shows															
Connect Sports				4,250.00									4,250.00	4,250.00	new sports conference; opportunity to promote venues to sports event organizers
Client Hosted Receptions					200.00		200.00	200.00	200.00	200.00			1,000.00	1,000.00	opportunity to take sports event organizers to dinner at conferences
Sports ETA Symposium		3,300.00											3,300.00	3,300.00	3 staff to attend conference to meet with sports event organizers
TEAMS/eSports Travel Summit			15,000.00										15,000.00	15,000.00	1 staff to TEAMS / 1 staff to ESPORTS, advertising
S.P.O.R.T.S. - The Relationship Conference					1,600.00								1,600.00	1,600.00	new sports conference; opportunity to promote venues to sports event organizers
Destination International Conference				1,000.00									1,000.00	1,000.00	new conference (DMO)
Esports Next Conference		6,000.00											6,000.00	6,000.00	new sports conference, sponsorship opportunity to promote Snohomish County to esports event organizers
Total Trade Shows		9,300.00	15,000.00	5,250.00	1,800.00	-	200.00	200.00	200.00	200.00	-	-	32,150.00	32,150.00	
Travel															
ACES							700.00			800.00			1,500.00	1,500.00	opportunity to promote Snohomish County to Olympic NGBs CEOs
Sales Mission - Colorado Springs/ Indiana				1,000.00						1,000.00	1,000.00		3,000.00	3,000.00	2 sales mission to Colorado Springs and 1 to Indianapolis

Sports ETA		2,000.00			5,500.00								7,500.00	increase due to 3 staff and travel costs increased
TEAMS/eSports Travel Summit			800.00			800.00	1,700.00				1,700.00		5,000.00	1 staff to TEAMS / 1 staff to ESPORTS (travel costs increased)
S.P.O.R.T.S. - The Relationship Conference	-			800.00						1,200.00			2,000.00	1 staff travel and travel costs increased
Destination International Conference	-			800.00				1,200.00					2,000.00	executive director to attend
Esports Next Conference	-		800.00						1,200.00				2,000.00	1 staff travel and travel costs increased
Connect Sports	-		800.00						1,700.00				2,500.00	1 staff travel and travel costs increased
Total Travel		2,000.00	3,400.00	1,600.00	5,500.00	1,500.00	2,900.00	2,900.00	3,000.00	2,700.00	-		25,500.00	
Total TRADESHOWS & TRAVEL	-	9,300.00	17,000.00	8,650.00	3,400.00	5,500.00	1,700.00	3,100.00	3,100.00	3,200.00	2,700.00	-	57,650.00	
WAGES & BENEFITS														
EMPLOYEE WAGES & BENEFITS														
Employee Benefits														
401K Program		8,000.00											8,000.00	required to pay for all employees employed in 2022
Disability Insurance	83.00	83.00	83.00	83.00	84.00	84.00	84.00	84.00	83.00	83.00	83.00	83.00	1,000.00	
Medical/Dental Insurance	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	24,000.00	
Total Employee Benefits	2,083.00	10,083.00	2,083.00	2,083.00	2,084.00	2,084.00	2,084.00	2,084.00	2,083.00	2,083.00	2,083.00	2,083.00	33,000.00	
Payroll Tax Expenses	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	21,000.00	
Professional Development														
STS Program			1,200.00										1,200.00	3 STS Programs (1 for each staff member)
Professional Development - Other							200.00						200.00	
Total Professional Development			1,200.00				200.00						1,400.00	
Wages	18,750.00	18,750.00	18,750.00	18,750.00	18,750.00	18,750.00	18,750.00	18,750.00	18,750.00	18,750.00	18,750.00	18,750.00	225,000.00	
Total EMPLOYEE WAGES & BENEFITS	22,583.00	30,583.00	23,783.00	22,583.00	22,584.00	22,584.00	22,584.00	22,784.00	22,583.00	22,583.00	22,583.00	22,583.00	280,400.00	
OPERATIONS														
OPERATIONAL EXPENSES														
Bookkeeping	666.00	667.00	667.00	667.00	667.00	667.00	667.00	667.00	667.00	666.00	666.00	666.00	8,000.00	
Computers & Software	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	6,000.00	
Insurance- Directors & Officers					1,500.00								1,500.00	
Insurance- Liability										1,500.00			1,500.00	
Office Supplies			100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	1,000.00	
Postage & Freight		100.00	100.00	100.00	100.00	100.00	100.00	100.00	400.00	100.00	100.00	100.00	1,000.00	
Printing		350.00					350.00						1,000.00	
Meetings & Meals		200.00	200.00	250.00	200.00	250.00	200.00	250.00	250.00	250.00	250.00	200.00	2,500.00	moved to operations rather than travel
Mileage & Parking	625.00	625.00	625.00	625.00	625.00	625.00	625.00	625.00	625.00	625.00	625.00	625.00	7,500.00	moved to operations rather than travel
Office lease	1,416.00	1,417.00	1,416.00	1,417.00	1,417.00	1,417.00	1,417.00	1,417.00	1,417.00	1,416.00	1,416.00	1,416.00	17,000.00	
Telephones	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	4,800.00	
Bank Charges	40.00	45.00	40.00	45.00	40.00	40.00	45.00	40.00	40.00	45.00	40.00	40.00	500.00	
Leased Equipment Property Tax			150.00										150.00	
Copier Machine	170.00	170.00	170.00	170.00	170.00	170.00	170.00	170.00	170.00	170.00	170.00	170.00	2,040.00	
Total OPERATIONAL EXPENSES	3,817.00	4,474.00	4,368.00	4,174.00	5,719.00	4,169.00	4,574.00	4,169.00	4,569.00	5,973.00	4,267.00	4,217.00	54,490.00	
Total Expense	26,650.00	61,508.00	55,759.00	45,658.00	44,712.00	41,905.00	39,273.00	39,718.00	34,825.00	44,870.00	38,393.00	35,989.00	509,260.00	

Net Income