

CWIDB FY 2017 Budget

Spending Authority and Predicted Income

Fund Balance estimate	???
Spending Authority (set in Long Bill), for Fund 2260 for BCEAAJ025	\$572,493.00
Anticipated Revenue from Excise Tax	\$730,000.00

Approp Code	Appropriation Desc	Activity Code	Activity	Object Code	Req'd Expense	Object	Budget	Activity Totals	Spend Authority Running Balance	% total Expend
BCAFAB046	IT Asset Maintenance	7701	CWIDB Admin	3140	*	Non-Cap IT-software pool	\$3,232.00			
BCC30B006	Leased Vehicle	7701	CWIDB Admin	2251	*	Rental/Leased motor pool	\$1,000.00			
BCCAPJ020	Indirect Cost Assessed	7701	CWIDB Admin	7200	*	Transfers out for Indirect	\$10,000.00		FY 15 actual \$6234	
BCL10B007	Legal	7701	CWIDB Admin	2690	*	Legal Services	\$3,150.00		FY 15 actual \$6229	
External Appropriations								\$17,382.00		2.39%

Long Bill Fund Balance for Fund 2260, Approp BCEAAJ025

									\$572,493.00	
BCEAAJ025	CWIDB Program costs	7701	CWIDB Admin	*	*	Salaries and benefits	\$169,286.22		\$164,355.55 FY 15 final	
				*	*	Travel and meetings	\$16,000.00		FY 16 YTD:	
						Communication	\$900.00		\$8236.88 non-emp	
						IT equipment	\$2,000.00		\$3604.46, emp	
						Dues and Membership	\$2,000.00		WineAmerica, Visit Denver,	
						Registration fees	\$2,000.00		CFVGA, CO Agritourism	
						supplies and materials	\$1,000.00		WineAmerica, Wine Tourism Conf, etc.	
						Strategic plan services	\$0.00		personal services contract	
						Strategic Plan expenses	\$0.00		travel, meetings & services	
BCEAAJ025	CWIDB Program costs	7701	CWIDB Admin					\$193,186.22	\$379,306.78	26.52%
BCEAAJ025	CWIDB Program costs	7702	Wine Research		*	CSU Research	\$212,972.00		\$246,710.28 FY 15 33%	
					*	Consumer Survey	\$12,000.00		740204.85	
					*	SCBG projects	\$10,000.00		Compile the Research, SCBG	
						Econ/Biz Develop Process	\$5,000.00		Cultivar Camp	
BCEAAJ025	CWIDB Program costs	7702	Wine Research					\$239,972.00	\$139,334.78	32.94%

BCEAAJ025	CWIDB Program costs	7703 Wine Mkt & Adv	Cultivator (new spending, not rollover)	\$227,000.00	reduced from \$300K in FY 16 incl: \$18,000 media trip and \$27,000 Gov's Cup event
			Bev Analyst monthly ad	\$0.00	
			Supplies and Materials	\$1,000.00	point of sale, SWAG
BCEAAJ025	CWIDB Program costs	7703 Wine Mkt & Adv		\$228,000.00	(\$88,665.22) 31.30%
BCEAAJ025	CWIDB Program costs	7704 Wine Events & PR	Media trip	\$0.00	roll into Cultivator Contract
			Governor's Cup Competition	\$20,000.00	
			Governor's Cup Case Tasting	\$0.00	roll into Cultivator Contract
			VinCO sponsorship	\$0.00	VinCO only?
			Taste of the Broncos	\$5,000.00	
			Eat Denver	\$0.00	
			Colorado Proud event at MSUD	\$0.00	
BCEAAJ025	CWIDB Program costs	7704 Wine Events & PR		\$25,000.00	(\$113,665.22) 3.43%
BCEAAJ025	CWIDB Program costs	7705 Wine Quality	Sensory Faults Panel Eval	\$6,000.00	
			Quality Projects	\$19,000.00	
BCEAAJ025	CWIDB Program costs	7705 Wine Quality	Quality Assessment	\$25,000.00	(\$138,665.22) 3.43%
			CWIDB provisional approval 4 March 2016		
			BCEAAJ025	Internal Approp	\$711,158.22
			Total Fund 2260	Internal and External Appropriations	\$728,540.22
			*	Total Required or committed Expenditures	\$224,668.22
				Optional line items	
Proj. Revenue less Expenditures					\$1,459.78

approved 25 April 2016

CWIDB FY 2017 Proposed Marketing Budget

FY17 Total Budget \$245,000
 reduced by CWIDB 25 April 16

**Estimated
 Total
 Budget**

PRIORITIES

2017 Governor's Cup Promotion & Marketing (not event production costs)

\$27,000

Plan to use same creative with minor updates, but some new displays will likely need to be created. If partnership with Two Parts is successful, plan to use some of this budget for that partnership.

Rack Card/Brochure

\$0

Agency Maintenance

\$25,000

Digital Maintenance

\$20,000

Agency Account Management & Planning

\$5,000

updating billboards, updating/resizing ads, and any additional updates for advertising.

POS

\$0

Restaurant Activation/Colorado Wine Day

\$0

Media trip

\$0

so that VOCA can pre-pay for plane tix and related costs

Agency Commitments

Media Costs

\$100,000

Public Relations (Voca PR)

\$50,000

TOTAL PROPOSED BUDGET **\$227,000**