

SUN VALLEY MARKETING ALLIANCE, INC.

ACCRUAL BASIS	Actuals @ 9/30/14	Actuals @ 9/30/15	Budget 2015.16
SUMMARY OF REVENUE			
Air Service Board - LOT	\$ 448,194	\$ 678,901	\$ 1,158,397
Air Service Board - LOT Carryover	\$ 175,979		
Sun Valley Company	\$ -		
TOTAL REVENUE*	\$ 624,173	\$ 678,901	\$ 1,158,397
SUMMARY OF EXPENSES			
MARKETING/PR & SOCIAL MEDIA			
Website			
Visitsunvalley.com site enhancements & hosting			
SEO (Search Engine Optimization)			
Mobile Site Development/Annual Hosting			
Public Relations & Social Media			
Contract Services - PR distribution and tracking			
Media FAM events and hosting**			
Social Media			
Marketing:			
Salaries/Benefits - Marketing			
Media Buy, Creative & Production			
- Winter		\$ 519,186	\$ 695,038
- Summer / Shoulder	\$ 437,853	\$ 336,743	463,359
- Nordic			
- Mountain Biking			
- Regional Events Campaign			
- Other			
Collateral - Posters			
Video / Photography	\$ 10,341	\$ (1,049)	
Travel			
Research			
TOTAL EXPENSES	\$ 448,194	\$ 854,880	\$ 1,158,397
NET BALANCE*	\$ 175,979	\$ (175,979)	\$ -