



**Agenda
Public Hearing
Mobile Area Lodging Corporation
Thursday October 21st, 2021
3:00 p.m.
251 St. Francis Street, Mobile, AL 36602**

- I. Call to Order – Kent Blackinton, Chairman of the Board
- II. Presentation of Budget – Margo Gilbert, VP
 - a. FY 2021-2022 Preliminary Budget for the Mobile Area Lodging Corporation
- III. Comments from Members
- IV. Adjourn – Kent Blackinton, Chairman of the Board



Public Hearing

The Mobile Area Lodging Corporation (MALC) will hold a Public Hearing on the proposed FY 2021/2022 budget for the Mobile Area Lodging Corporation on October 21, 2021 at 3:00pm at 251 St. Francis Street Mobile AL 36602. A copy of the proposed budget is available for public review and inspection on the MALC website: <https://www.mobilearealodgingcorporation.com/>

For information call 415.3075

MOBILE AREA LODGING CORPORATION FY 2022 PROPOSED BUDGET

	OCT	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	TOTAL
REVENUE													
Monthly Collections-Estimated	\$ 88,178	\$ 75,852	\$ 64,664	\$ 94,056	\$ 97,343	\$ 97,976	\$ 75,852	\$ 84,259	\$ 92,919	\$ 97,976	\$ 78,380	\$ 81,541	\$ 1,028,996
Actual Collected	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Variance	\$ (88,177.95)	\$ (75,852)	\$ (64,664)	\$ (94,056)	\$ (97,343)	\$ (97,976)	\$ (75,852)	\$ (84,259)	\$ (92,919)	\$ (97,976)	\$ (78,380)	\$ (81,541)	\$ (1,028,996)
FIXED EXPENSES													
City 1%	\$ 882	\$ 759	\$ 647	\$ 941	\$ 973	\$ 980	\$ 759	\$ 843	\$ 929	\$ 980	\$ 784	\$ 815	\$ 10,290
Contingency 7%	\$ 6,172	\$ 5,310	\$ 4,526	\$ 6,584	\$ 6,814	\$ 6,858	\$ 5,310	\$ 5,898	\$ 6,504	\$ 6,858	\$ 5,487	\$ 5,708	\$ 72,030
Capital Reserve 15%	\$ 13,227	\$ 11,378	\$ 9,700	\$ 14,108	\$ 14,602	\$ 14,696	\$ 11,378	\$ 12,639	\$ 13,938	\$ 14,696	\$ 11,757	\$ 12,231	\$ 154,349
ADMINISTRATIVE EXPENSES 7%													
Accounting Hall & Assoc	\$ 995	\$ 995	\$ 995	\$ 995	\$ 995	\$ 995	\$ 995	\$ 995	\$ 995	\$ 995	\$ 995	\$ 995	\$ 11,940
Insurance	\$ -	\$ -	\$ 1,545	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,545
Annual Audit	\$ -	\$ -	\$ 10,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000
Paper Supplies	\$ 250	\$ 500	\$ -	\$ -	\$ -	\$ 250	\$ -	\$ -	\$ -	\$ -	\$ 750	\$ -	\$ 1,750
Annual Meeting	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,000	\$ 7,000
Website	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Annual Board eVote	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Bank Fees	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 600
Legal Fees	\$ 5,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000
Visit Mobile Admin Fees	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 6,000
TOTAL	\$ 6,795	\$ 1,545	\$ 12,590	\$ 1,045	\$ 1,045	\$ 1,295	\$ 1,045	\$ 1,045	\$ 1,045	\$ 1,045	\$ 1,795	\$ 11,045	\$ 40,835

Marketing Expenses 70%													
Data Research	\$ -	\$ -	\$ 60,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 60,000
Digital Ads	\$ 12,500	\$ 12,500	\$ 17,500	\$ 30,000	\$ 41,000	\$ 32,500	\$ 32,500	\$ 32,500	\$ 16,500	\$ 25,000	\$ 15,000	\$ 12,500	\$ 280,000
Social Media Ads	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 750	\$ 9,000
OTA Ads	\$ 14,583	\$ 14,583	\$ 14,583	\$ 14,583	\$ 22,083	\$ 14,583	\$ 14,583	\$ 14,583	\$ 14,583	\$ 14,583	\$ 14,583	\$ 14,583	\$ 182,496
Magazine Print/ Advertisals/Newspaper	\$ 5,000	\$ 1,151	\$ 5,000	\$ 1,914	\$ -	\$ 1,151	\$ -	\$ 1,914	\$ 5,000	\$ 1,151	\$ 5,000	\$ -	\$ 27,281
PR	\$ 9,500	\$ 1,500	\$ 3,500	\$ 3,500	\$ 3,500	\$ 6,000	\$ 3,500	\$ 6,500	\$ 4,000	\$ 4,000	\$ 1,500	\$ 4,000	\$ 51,000
Photography/Video/TV/Radio	\$ 9,000	\$ -	\$ -	\$ 50,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 59,000
Billboards	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Carnival Cruise Lines	\$ -	\$ -	\$ -	\$ 50,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 50,000
Website	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL	\$ 51,333	\$ 30,484	\$ 41,333	\$ 150,747	\$ 67,333	\$ 54,984	\$ 51,333	\$ 56,247	\$ 40,833	\$ 45,484	\$ 36,833	\$ 31,833	\$ 718,777

Profit/Loss \$ 9,769 \$ 26,377 \$ (4,132) \$ (79,369) \$ 6,576 \$ 19,162 \$ 6,028 \$ 7,587 \$ 29,669 \$ 28,912 \$ 21,725 \$ 19,908 \$ 32,715