

Chart 1: High Level Overview

Total Budget	\$250,000	100.0%
Expenses Allocated	\$124,084	49.6%
Budget remaining	\$125,916	50.4%

Chart 2: Expenses To Date

Expenses Allocated		\$124,084	49.6%
Billy Goat		\$ 25,750	10.3%
May 2016	\$ 3,000		
July - Sept 2016	\$ 6,750		
Nov - June	\$ 16,000		
Television		\$ 59,975	24.0%
KDVR 2016	\$ 19,975		
CBS Nov-Dec 2016	\$ 40,000		
Signs		\$ 18,200	7.3%
CCI Batch 1	\$ 3,009		
CCI Batch 2	\$ 15,191		
Survey		\$ 15,000	6.0%
Funds allocated	\$ 15,000		
Trade show		\$ 1,350	0.5%
El Paso Medical Society	\$ 350		
CASTA	\$ 1,000		
Storage Fees		\$ 309	0.1%
Aug - Oct 2016	\$ 309		
Website Fees		\$ 3,500	1.4%
August 2016	\$ 30		
Additional allocation	\$ 3,470		

	Voted expenses that are pending
	Voted expenses that are either awaiting final approval, payment pending, or paid
	Expenses not voted on but must be allocated

Differences to Brian's spreadsheet:

- Brian has Suzette's budget in parking, but it should be in the Council
- Billy Goat's invoice was slightly lower than forecast because of the delay between getting SOW from Billy Goat and receiving PO from Governor's office

Colorado Advisory Council for Persons with Disabilities

Description	2015-2016 Actual			2016-2017 Budget			Y/Y
	\$detail	Total, \$	Total, %	\$detail	Total, \$	Total, %	
Advertising - TV		\$ 160,000	71%		\$ 120,000	48%	
CBS 4	\$ 40,000			\$ 120,000			
ABC 7	\$ 40,000						
Fox 31	\$ 40,000						
NBC 9	\$ 40,000						
Advertising - Radio		\$ -	0%		\$ 25,000	10%	
iHeartRadio / Pandora				\$ 25,000			
Advertising - Other		\$ 18,700	8%		\$ 29,000	12%	
Billy Goat	\$ 17,500			\$ 26,000			
Phamaly	\$ 1,200						
Facebook advertising				\$ 3,000			
Advertising - Total		\$ 178,700	79.6%		\$ 174,000	69.3%	-10.3%
Advertising		\$ 178,700	79.6%		\$ 174,000	69.3%	-10.3%
Promotional Materials		\$ 8,476	3.8%		\$ 32,500	12.9%	9.2%
Think of Me signs				\$ 20,000			
Poster - bad parking spaces				\$ 5,000			
Other giveaway items	\$ 8,116			\$ 7,500			
Website	\$ 360						
Research		\$ 25,000	11.1%		\$ 31,000	12.4%	1.2%
Disabled Parking Awareness survey				\$ 15,000			
Train the trainer fund				\$ 16,000			
Strategies 360	\$ 15,000						
Collaborative Health Solutions	\$ 10,000						
Overhead		\$ 12,321	5.5%		\$ 3,200	1.3%	-4.2%
CASTA budget	\$ 414			\$ 2,000			
Other trade show budget				\$ -			
Storage Fees	\$ 502			\$ 1,200			
Admin Services	\$ 10,975						
Summer help	\$ 290						
Phone	\$ 140						
Reserve		\$ -	0.0%		\$ 10,300	4.1%	4.1%
Website reserve				\$ 2,500			
Other reserve				\$ 7,800			
Total		\$ 224,497	100%		\$ 251,000	100%	

- 2015/6 budget also had \$20k allocated to Think of Me signs, but we could not get the PO processed in time to spend it

The additional \$43k of expenses

Item	Amount	Note
Josh Blue	\$ 15,000	We already have award-winning ads that the public has hardly seen
- production company	\$ 4,800	Received no detail about this item
Mailers to physicians	\$ 5,000	Last meeting we decided to attend El Paso Medical Society and distribute there
Paige's service completed in July-September	\$ 4,000	Paige started work without a vote from Council (per training cannot be paid)
Lorie PO	\$ 3,500	This SOW was submitted to Governor's office without a vote from Council
Suzette	\$ 900	Already approved under Council budget, not parking budget
Parking Committee Admin	\$ 10,000	
Total	\$ 43,200	

Proposed next steps

Item	Amount	Note
Giveaway items	\$ 7,500	Should get a better grasp of exactly what kind of items we want
Storage fees	\$ 1,200	Authorize funds for the remainder of this fiscal year
Radio / digital advertising	\$ 25,000	Modeled the same way we advertised in FY2015
TV advertising	\$ 40,000	It's taking time to get items approved, so starting now is ideal
Total	\$ 73,700	

Also:

- volunteer(s) to help move forward the "train the trainer" program
- status of disabled parking poster - is that project far enough along to get a good idea of those expenses?