

Wildlife Council

FY 2019 - Estimated Amount Available to Spend by Month

Actual revenue and expenses through latest accounting period

	Estimated Revenue	Actual Revenue	Estimated Expenditures	Actual Expenditures	Available to Spend	Available to Spend Minus Reserve	
Balance	463,059	463,059		\$	\$ 463,059	463,059	
Reserve	(400,000)	(400,000)				(400,000)	
Actual	July	125,479	130,974	66,951	0	594,033	194,033
	August	101,656	54,504	32,076	74,700	573,837	173,837
	September	79,026	79,470	27,076	28,085	625,222	225,222
	October	53,436	59,420	19,771	29,395	655,247	255,247
	November	45,183	33,232	14,771	16,477	672,002	272,002
	December	87,629	164,993	89,771	15,298	821,697	421,697
	January	86,772	25	259,203		821,722	421,722
Estimated	February	5,081		124,360		702,442	302,442
	March	14,021		39,760		676,703	276,703
	April	73,834		93,530		657,007	257,007
	May	132,454		181,365		608,095	208,095
	June	181,931		86,365		703,660	303,660
	Period 13	0	0	0	0	703,660	303,660
	986,498	522,618	1,035,000	163,955	703,660	303,660	

Date of report: 1/7/2019

NOTE: Depending on date of report actual revenue may differ from other financial reports.

Media Buy in January

The highlighted figures coordinate with the figures on the monthly revenue and expenses table

Estimated Revenue is calculated by averaging the actual revenue from the previous two fiscal years.

Estimated expenditures is a combination of estimates from R&R Partners' expenses and Council operation costs

COLORADO DEPARTMENT OF NATURAL RESOURCES
COLORADO PARKS AND WILDLIFE
STATEMENT OF REVENUE AND EXPENSES
WILDLIFE MANAGEMENT PUBLIC EDUCATION FUND
FY 18-19 (as of September 25, 2018)

Beginning Fund Balance 463,059

<u>Revenue</u> Code	<u>Account Name</u>	July	August	September	October	November	December	January	February	March	April	May	June	Period 13	Total
4300	OTHER NONBUSINESS LICENSES														-
4303	HUNTING AND FISHING LICENSES														-
4311	OTH NONBUS LICENSE(ENTERPRISE)	130,974	53,767	78,486	58,362	32,061	160,310	25							513,985
5206	OTHER CHARGES														-
5908	INTEREST INCOME - EXEMPT		737	984	1,058	1,171	1,183								5,133
6050	UNREALIZED GAIN/LOSS														-
6600	DONATIONS-PRIVATE-GENERAL														-
830B	REIMBURSEMETN OF PRIOR YEAR EXPENSE						3,500								3,500
	Total Revenue	130,974	54,504	79,470	59,420	33,232	164,993	25	-	0	0	0	0	0	522,618
	<u>Expenses</u>	<u>July</u>	<u>August</u>	<u>September</u>	<u>October</u>	<u>November</u>	<u>December</u>	<u>January</u>	<u>February</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>Period 13</u>	<u>Total</u>
1920	PERSONAL SVCS - PROFESSIONAL														-
2255	RENTAL OF BUILDINGS (INC. BOOTHS)														-
2510	IN-STATE TRAVEL														-
2512	IN-STATE PERS TRAVEL PER DIEM														-
2513	IN-STATE PERS VEHICLE REIMBSMT														-
2520	IN-STATE TRAVEL/NON-EMPLOYEE														-
2522	IS/NON-EMPL - PERS PER DIEM			445	277	429									1,403
2523	IS/NON-EMPL - PERS VEH REIMB		1,126		949										2,075
2532	OS PERSONAL TRAVEL PER DIEM														-
2610	ADVERTISING		62,841	27,076	27,076	14,771	14,771								146,534
2611	PUBLIC RELATIONS														-
2612	OTHER MARKETING EXPENSES														-
2631	COMM SVCS FROM OUTSIDE SOURCES														-
2641	OTHER ADP BILLINGS-PURCH SERV														-
2680	PRINTING/REPRODUCTION SERVICES														-
2810	FREIGHT														-
2820	OTHER PURCHASED SERVICES														-
3110	OTHER SUPPLIES AND MATERIALS		1,712			808	80								2,599
3117	EDUCATIONAL SUPPLIES														-
3118	FOOD AND FOOD SERV SUPPLIES														-
3120	BOOK/PERIODICAL/SUBSCRIPTIONS														-
3121	OFFICE SUPPLIES														-
4105	BANK CARD FEES				1,093	27	447								1,567
4111	PRIZES AND AWARDS			55											55
4170	MISCELLANEOUS FEES AND FINES														-
4180	OFFICIAL FUNCTIONS		142	509		443									1,094
4220	REGISTRATION FEES														-
4260	NONEMPLOYEE REIMBURSEMENTS														-
6214	IT OTHER - DIRECT PURCHASE														-
6280	OTHER CAP EQUIPMENT-DIR PURCH		8,628												8,628
	Total Expenditures	-	74,700	28,085	29,395	16,477	15,298	-	-	-	-	-	-	-	163,954
	Impact to Fund Balance	130,974	(20,196)	51,385	30,025	16,755	149,696	25	-	-	-	-	-	-	358,664

Ending Fund Balance 821,723

FY 2018/2019 Monthly Billing Forecast - Revised

	R&R Partners	Agency Fees						NET Media Funds	Hard Costs	Council Meeting Operation Costs	Wild Harvest Initiative	Monthly TOTALS	Hard Cost Detail
	Monthly Fee	Creative Production	Qual r1 + r2	Quant	Website Dev	Exploratory Research	Media						
July	14,770.83	12,305	14,375					25,500				66,950.83	qual focus groups
August	14,770.83	12,305							5,000			32,075.83	
September	14,770.83	12,305										27,075.83	
October	14,770.83								5,000			19,770.83	
November	14,770.83											14,770.83	
December	14,770.83							70,000	5,000			89,770.83	exploratory research
January	14,770.83			4,600		8,395	6,267.50	150,000	75,170			259,203.33	quant survey + exploratory research
February	14,770.83	7,567		4,600	2,760	8,395	6,267.50	70,000	10,000			124,360.33	exploratory research
March	14,770.83	7,567			2,760	8,395	6,267.50					39,760.33	
April	14,770.83	7,567	19,550		2,760	4,600	6,267.50	33,015	5,000			93,530.33	qual focus groups + web devUX testing
May	14,770.83	7,567			2,760		6,267.50	150,000				181,365.33	creative production
June	14,770.87	7,567			2,760		6,267.50		5,000	50,000		86,365.37	
TOTALS	\$177,250.00	\$74,750.00	\$33,925.00	\$9,200.00	\$13,800.00	\$29,785.00	\$37,605.00	\$150,000.00	\$423,685.00	\$35,000.00	\$50,000.00	\$1,035,000.00	



Job #	BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
113245	1 Brand & Project Management	550	\$63,250	\$0	\$63,250
113246	2 Creative Development	92	\$10,580	\$0	\$10,580
113247	3 Media Planning & Buying	52	\$5,980	\$0	\$5,980
113248	4 Social Media Strategy & Community Management	180	\$20,700	\$0	\$20,700
113249	5 Website Maintenance	60	\$6,900	\$300	\$7,200
113250	6 Community Partnership Building	24	\$2,760	\$0	\$2,760
113251	7 Campaign Reporting/Analytics & Strategy	85	\$9,775	\$0	\$9,775
n/a	8 Strategic Consultation	0	\$0	\$48,000	\$48,000
113138	9 Travel Expenses	0	\$0	\$9,005	\$9,005
SUBTOTAL:		1,043	\$119,945	\$57,305	\$177,250
Basic Compensation Rate (Monthly Fee)					\$14,770.83
CREATIVE PRODUCTION		HOURS	FEES	EXPENSES	TOTAL
113252	10 Creative Assets; TV, digital, social, radio, etc.	650	\$74,750	\$150,000	\$224,750
114908	11 Website Development	120	\$13,800	\$5,015	\$18,815
SUBTOTAL:		770	\$88,550	\$155,015	\$243,565
RESEARCH & PLANNING		HOURS	FEES	EXPENSES	TOTAL
113253	12 Quantitative Online Survey	80	\$9,200	\$5,170	\$14,370
113254	13 Qualitative Concept Testing - r1	125	\$14,375	\$25,500	\$39,875
114546	14 Benefit + HAH Exploration	219	\$25,185	\$210,000	\$235,185
114909	15 Qualitative Concept Testing - r2	170	\$19,550	\$25,500	\$45,050
114910	16 Website UX Testing	40	\$4,600	\$2,500	\$7,100
SUBTOTAL:		634	\$72,910	\$268,670	\$341,580
MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
113255	17 Media Placements, Campaign Planning & Buying	327	\$37,605	\$150,000	\$187,605
SUBTOTAL:		327	\$37,605	\$150,000	\$187,605
GRAND TOTAL**:		2,774	\$319,010	\$630,990	\$950,000

ASSUMPTIONS

*All hours have been calculated at an hourly blended rate of \$115.

**This is a projected budget and is subject to change but will not exceed the approved budget total.

1. Ongoing brand and project management for account oversight for entire fiscal year.
2. Creative development of assets outside of campaign materials. i.e. program ad
3. Media buying & planning for monthly evergreen campaign.
4. Social media strategy & ongoing community management for up to two channels.
5. Routine website maintenance and standard Google Analytics reporting. One year website hosting fee.
6. Community partnerships effort including relationship mapping and meetings.
7. Paid media campaign reporting & analytics.
8. Strategic consultant fee; The Fulcrum Group
 - Strategic advisement to the council on best practices for interactions to develop the brand with various Colorado communities, not for profit organizations, and stakeholder groups.
 - Provide recommendations and assistance on legislative policy process. to include legislative issues that directly or indirectly effect the mission and scope of CWC.
 - Support in developing the CWC Brand and Board members with legislators and their key influencers.
 - Act as a point of contact with parties interested in the CWC mission to include the legislative liaison for CPW.
 - Assist R&R Partners on best ways to present the Brand in Colorado including any political or historical issues to avoid.
 - Attend bi-monthly council meetings and support additional efforts as needed.
 - Will provide a monthly report of activities.
9. Travel expenses.
10. Production of campaign creative assets; TV, digital, social, video, radio, etc.
11. Website development updates based on research input.
12. Quantitative annual education and awareness tracking online survey (one wave). Statewide sample of 1,200 Colorado voters.
13. Qualitative concept testing; in-person focus groups.
14. Exploratory research conducted w/ target audience to influence direction of campaign.
15. Round 2 of concept testing for new creative concepts ; in-person focus groups.
16. Website UX testing to enhance the website experience.
17. NET media expenses 2018-2019 & time for strategy, planning and buying campaign. Invoice reconciliation.

Education Program Budget

Owner Name *CWC*

Program Name	Wildlife Council Advertising	Program Number	7150A
Starting Balance	\$1,000,000.00	Starting Date	7/1/2018
Ending Balance	\$853,465.85	Ending Date	1/11/2019

Trans. Type	Approval Date	Vendor Name	Object #	Object Description	Debits	Credits	
IN	7/31/2018	R&R Partners	2610	Advertising	\$12,305.00	\$0.00	Creative Production (July - 1/5)
IN	7/31/2018	R&R Partners	2610	Advertising	\$14,770.83	\$0.00	Basic Compensation - July
IN	7/31/2018	R&R Partners	2610	Advertising	\$35,765.00	\$0.00	Qualitative Research - Focus Groups
IN	8/31/2018	R&R Partners	2610	Advertising	\$14,770.83	\$0.00	Basic Compensation - August
IN	8/31/2018	R&R Partners	2610	Advertising	\$12,305.00	\$0.00	Creative Production (August - 2/5)
IN	9/30/2018	R&R Partners	2610	Advertising	\$14,770.83	\$0.00	Basic Compensation - September
IN	9/30/2018	R&R Partners	2610	Advertising	\$12,305.00	\$0.00	Creative Production (Sept - 3/5)
IN	10/31/2018	R&R Partners	2610	Advertising	\$14,770.83	\$0.00	Basic Compensation - October
IN	11/30/2018	R&R Partners	2610	Advertising	\$14,770.83	\$0.00	Basic Compensation - November
Totals					\$146,534.15	\$0.00	

Education Program Budget

Owner Name *CWC*

Program Name	Wildlife Council Operating	Program Number	7150B
Starting Balance	\$35,000.00	Starting Date	7/1/2018
Ending Balance	\$19,047.64	Ending Date	1/11/2019

Trans. Type	Approval Date	Vendor Name	Object #	Object Description	Debits	Credits	
CC	7/17/2018	Sticker Mule	3110	Other Supplies and Materials	\$1,711.50	\$0.00	Stickers for Hatcheries
CC	7/31/2018	Safeway	4180	Official Functions	\$47.76	\$0.00	Snacks for 8/1 Meeting
CC	8/1/2018	Holiday Inn	2522	Non-employee Travel	\$444.97	\$0.00	Lodging
CC	8/2/2018	Qdoba	4180	Official Functions	\$461.00	\$0.00	Lunch
IN	8/3/2018	True Value Trailers	3110	Other Supplies and Materials	\$8,628.00	\$0.00	Trailer
GAX	8/8/2018	Anderson, Jen	4180	Official Functions	\$142.45	\$0.00	Coffee
GAX	8/8/2018	Bohrer, Tony	2523	Non-Employee Mileage	\$235.20	\$0.00	Mileage
GAX	8/8/2018	Burke, Thomas	2523	Non-Employee Mileage	\$269.50	\$0.00	Mileage
GAX	8/8/2018	Melcher, Gary	2523	Non-Employee Mileage	\$361.24	\$0.00	Mileage and Meals
GAX	8/8/2018	Shettel, Robert	2523	Non-Employee Mileage	\$196.98	\$0.00	Mileage
GAX	8/10/2018	Neinas, Andy	2523	Non-Employee Mileage	\$314.10	\$0.00	Mileage, Meals, & Lodging
GAX	9/14/2018	Leolena	4111	Prizes & Awards	\$55.00	\$0.00	Plaque
CC	10/1/2018	Dicks sporting goods	3110	Other Supplies and Materials	\$21.99	\$0.00	Appreciation item for Burke
CC	10/5/2018	A Perfect Setting Catering	4180	Official Functions	\$442.54	\$0.00	Lunch
CC	10/5/2018	Residence Inn	2522	Non-employee Travel	\$429.30	\$0.00	Lodging
GAX	10/10/2018	Burke, Thomas	2523	Non-Employee Mileage	\$266.56	\$0.00	Mileage
GAX	10/10/2018	Gates, Daniel	2523	Non-Employee Mileage	\$118.58	\$0.00	Mileage

Education Program Budget

GAX	10/10/2018	Melcher, Gary	2523	Non-Employee Mileage	\$344.24	\$0.00	Mileage and Meals
GAX	10/10/2018	Neinas, Andy	2523	Non-Employee Mileage	\$309.42	\$0.00	Mileage, Meals, and Lodging
GAX	10/10/2018	Shettel, Robert	2523	Non-Employee Mileage	\$182.28	\$0.00	Mileage
CC	10/18/2018	Western Heritage CO.	3110	Other Supplies and Materials	\$785.95	\$0.00	Annual Appreciation Item - Notebooks
CC	11/14/2018	NAPA Auto Parts	3110	Other Supplies and Materials	\$35.98	\$0.00	Trailer Hitch
CC	11/19/2018	Home Depot	3110	Other Supplies and Materials	\$43.96	\$0.00	Tire lock for Trailer
CC	11/26/2018	Oreilly Auto	3112	Automotive Supplies	\$34.18	\$0.00	Wheel Chocks For Trailer
CC	11/27/2018	Home Depot	3110	Other Supplies and Materials	\$69.68	\$0.00	Trailer Totes, Ties, and Straps
Totals					\$15,952.36	\$0.00	
