

## NOVA SCOTIA TOURISM AGENCY

**Statement of Operations**  
**Period ending March 31, 2014**

	<b>2013 Estimate</b>	<b>March 31, 2014 Actuals</b>	<b>September 6, 2012 - March 31, 2013 (7 months) Actuals</b>
Revenue			
Recoveries	\$ 7,000	\$ 18,961	\$ 13,455
Fees and Other Charges	763,000	672,238	56,220
Total Revenue	<u>770,000</u>	<u>691,199</u>	<u>69,675</u>
Operating Expenses			
Salaries and Benefits	2,927,000	2,163,771	1,231,918
Travel	251,000	157,569	73,966
Professional Services	2,817,000	3,166,213	2,051,235
Advertising	5,086,000	8,054,888	4,165,886
Supplies and Services	1,225,000	780,383	1,401,684
Other	308,000	672,490	265,432
Grants and Contributions	2,499,000	4,077,228	2,745,363
Total Expenses	<u>15,113,000</u>	<u>19,072,543</u>	<u>11,935,483</u>
Recoveries from Government Departments	(36,000)	(73,729)	(75,894)
Total Net Expenditures	<u>15,077,000</u>	<u>18,998,814</u>	<u>11,859,589</u>
Operating Surplus (Deficit)	<u>\$ (14,307,000)</u>	<u>\$ (18,307,615)</u>	<u>\$ (11,789,915)</u>

## NOVA SCOTIA TOURISM AGENCY

**Schedule 1**  
**Expenditures by Program**  
**Period ending March 31, 2014**

	<b>2013</b> <b>Estimate</b>	<b>March 31, 2014</b> <b>Actuals</b>	<b>September 6, 2012 -</b> <b>March 31, 2013</b> <b>(7 months)</b> <b>Actuals</b>
<b>Office of the Chief Executive Officer</b>			
Salaries and Benefits	\$ 323,000	\$ 328,331	\$ 149,938
Travel	31,000	26,624	8,168
Professional Services	28,000	208,472	134,465
Advertising	700	0	0
Supplies and Services	100,300	141,744	66,925
Other	67,000	357,544	112,305
Grants and Contributions	0	205	0
<b>Total</b>	<u>550,000</u>	<u>1,062,919</u>	<u>471,801</u>
<b>Product Development</b>			
Salaries and Benefits	555,000	369,778	236,711
Travel	36,000	25,199	11,578
Professional Services	148,000	31,088	91,999
Advertising	0	0	0
Supplies and Services	0	411	(4,725)
Other	3,000	2,868	3,050
Grants and Contributions	386,000	673,251	416,184
<b>Total</b>	<u>1,128,000</u>	<u>1,102,596</u>	<u>754,798</u>
<b>Tourism Marketing</b>			
Salaries and Benefits	1,210,000	742,711	457,454
Travel	64,000	42,182	9,006
Professional Services	2,324,000	2,652,970	1,664,121
Advertising	4,160,000	7,085,996	3,461,465
Supplies and Services	874,000	489,178	1,203,272
Other	3,000	23,649	12,783
Grants and Contributions	0	0	213,566
<b>Total</b>	<u>8,635,000</u>	<u>11,036,687</u>	<u>7,021,667</u>
<b>Sales and Partnerships</b>			
Salaries and Benefits	839,000	722,951	387,814
Travel	120,000	63,565	45,214
Professional Services	317,000	273,683	160,650
Advertising	925,300	968,892	704,421
Supplies and Services	250,700	149,050	136,212
Other	235,000	288,429	137,294
Grants and Contributions	2,113,000	3,403,772	2,115,612
<b>Total</b>	<u>4,800,000</u>	<u>5,870,342</u>	<u>3,687,217</u>
<b>TOTAL EXPENDITURES</b>	<u>\$ 15,113,000</u>	<u>\$ 19,072,543</u>	<u>\$ 11,935,483</u>