

OFFICE REPORT

October 2011

Cimarron Chamber of Commerce and Visitor's Center

Prepared by Carol Baker

GENERAL MAINTENANCE

- Replenished restroom supplies (t.p. and p.t.)
- Picked up trash around Chamber building
- Cleaned and vacuumed rug
- Took trash to dumpster

GENERAL DUTIES

- Ordered brochures
- Restacked brochures
- Information packets sent out
- Greeted visitors
- Answered phone queries
- Anti-Virus, Anti-Spyware, Windows software regularly updated
- "My Documents" regularly backed up on a Flash Drive
- Sold items to visitors
- Paid bills
- Deposited money in bank
- Checkbook on computer kept up-to-date
- Made copies for visitors and Chamber
- Wrote monthly reports
- Sent out or forwarded email notices to Chamber and Board members
- Sent out or forwarded "weekly" email notices to Village recipients
- Sent 100 brochures to Glen Rio Visitor's Center
- Sent 100 brochures to Roswell Visitor's Center

MAPS AND BROCHURES REQUESTED AND/OR RECEIVED BY CHAMBER

Requested: Chimayo brochures

Received: Chimayo brochures

OVERVIEW OF VISITOR CENTER ACTIVITY

October 2011

Prepared by Carol Baker

The hours of operation were 10 to 3pm Monday-Friday

VISITOR SUMMARY: Total Individuals = 111

Total Locals: 3

No. of States (per carload): 21

High numbers

Texas: 9

Colorado: 5

California: 5

Oklahoma: 3

Countries (per carload): Canada: 3, Germany: 1

Australia: 1

PHONE INQUIRIES: 26

PACKETS MAILED OUT:

Relocation inquires:

Phone calls out: 17

WHAT WALK-INS WANTED (WRITTEN DOWN):

Information, maps, etc.: 45

Food: 1

History:

Real estate:

Restroom: 1

Road conditions:

WHAT PEOPLE WANTED BY PHONE

Accommodations: 2

Area businesses: 2

General: 12

Brochures: 1

Real estate: 1

History:

Recreation: 1

Attractions: 7

Copies made: **Maps sold:** **RFTW patches sold:** **Day trips sold:**

Books sold: 2 **Postcards sold:** **Faxes sent:** 1 **T-shirts & hats:** 1

**Cimarron Chamber of Commerce
Sales Deposited
October 2011**

Revenue from:

| | | | |
|-----------------------|---|----|--------------|
| Copier: | = | \$ | |
| Faxes: | = | \$ | 1.00 |
| Maps: | = | \$ | |
| Books: | = | \$ | 18.00 |
| Day trips: | = | \$ | |
| Postcards: | = | \$ | |
| T Shirts: | = | \$ | 16.50 |
| Hats: | = | \$ | |
| RFTW Patches:=" | = | \$ | |
| Passports: | = | \$ | |
| Flags: | = | \$ | |
| Donations: | = | \$ | 24.26 |
| Miscellaneous:=" | = | \$ | |
| Total revenue: | = | \$ | 59.76 |

Deposits from revenue (give date): \$59.76 deposited 10/31 /2011

Total sales deposits: \$ 59.76

Cimarron Chamber of Commerce
Petty Cash Spent
October 2011

Petty Cash at start of month: **\$ 5.15**

Petty Cash OUT:

Postage **\$ 5.64**

Russell's Sundries

Russell's One Stop

Petty Cash at end of month: **\$ 0**

Account Balances

Income by subcategory to date

As of 10/31/2011

10/1/2011 Through 10/31/2011

| Assets | Total |
|--------------------------------|----------------------|
| Bank and Cash Accounts | |
| fundraising | 0.00 |
| International Bank Checking | 12,610.95 |
| Petty cash | 7.97 |
| Raffle 2009 | 0.00 |
| Sales | 0.00 |
| Savings - Advertising/CS Grant | 238.44 |
| Savings - Beautification | 229.81 |
| Savings - Cimarron Days | 1,417.66 |
| Savings - Other/Interest | 197.97 |
| Savings - RFTW | 292.95 |
| Savings - Santa Fe Trail | 26.80 |
| Savings - Scenic Byway | 611.84 |
| Savings - We Care | 821.10 |
| Savings- Explore the Arts | 487.74 |
| Village Lodger's Tax | 323.89 |
| Total Bank and Cash Accounts | 17,267.12 |
| Total Assets | 17,267.12 |
| Net Worth | 17,267.12 |

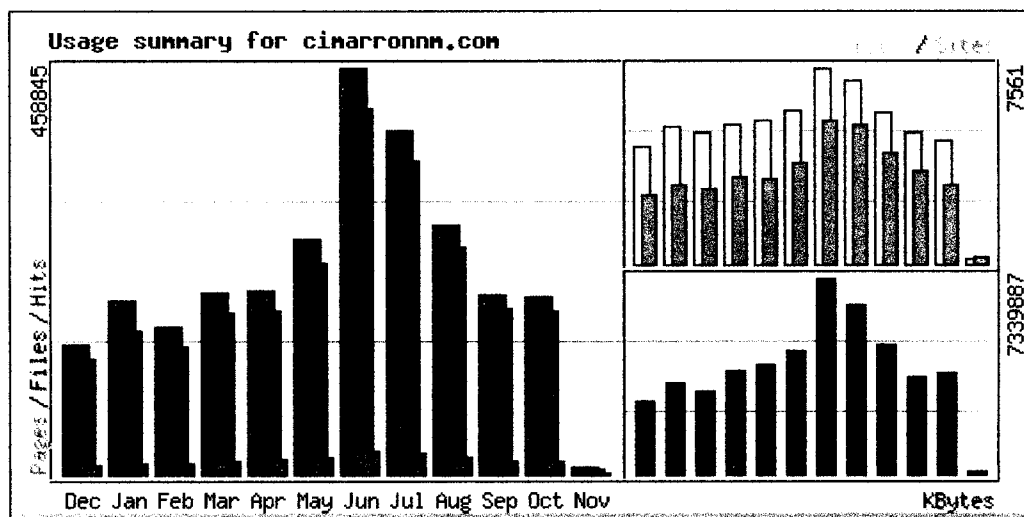
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| Subcategory | Total |
|---------------------------------|-------------------|
| Income Categories | |
| Donations | |
| Visitors | 24.26 |
| Total Donations | 24.26 |
| Investment Income | |
| Interest | 1.90 |
| Total Investment Income | 1.90 |
| Membership | |
| Business | 80.00 |
| Gold | 250.00 |
| Total Membership | 330.00 |
| Sales | |
| Books - Good or Bad | 13.00 |
| Cookbook | 556.00 |
| Explore the Arts | 200.00 |
| Faxes | 1.00 |
| t shirt | 16.50 |
| Total Sales | 786.50 |
| Total Income Categories | 1,142.66 |
| Expense Categories | |
| Advertising | |
| Internet | 33.00 |
| Total Advertising | 33.00 |
| Insurance | 48.82 |
| scenic by way | 50.00 |
| Taxes & Fees | |
| Federal Income Tax | 989.45 |
| State/Provincial | 120.58 |
| Total Taxes & Fees | 1,110.03 |
| Utilities | |
| Electricity | 94.62 |
| Heating | 16.56 |
| Telephone | 163.46 |
| Water & Sewer | 56.75 |
| Total Utilities | 331.39 |
| Wages | |
| Carol Baker | 704.42 |
| Total Wages | 704.42 |
| Total Expense Categories | 2,277.66 |
| Grand Total | (1,135.00) |

Usage Statistics for cimarronnm.com

Summary Period: Last 12 Months

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Summary by Month

| Month | Daily Avg | | | | Monthly Totals | | | | | |
|---------------|-----------|-------|-------|--------|----------------|-----------------|--------------|---------------|----------------|----------------|
| | Hits | Files | Pages | Visits | Sites | KBytes | Visits | Pages | Files | Hits |
| Nov 2011 | 3698 | 3362 | 281 | 89 | 275 | 112329 | 179 | 562 | 6725 | 7396 |
| Oct 2011 | 6485 | 5934 | 465 | 152 | 3069 | 3761678 | 4729 | 14443 | 183982 | 201040 |
| Sep 2011 | 6780 | 6195 | 514 | 167 | 3562 | 3663821 | 5021 | 15445 | 185862 | 203424 |
| Aug 2011 | 9060 | 8241 | 604 | 187 | 4245 | 4853897 | 5825 | 18726 | 255475 | 280883 |
| Jul 2011 | 12484 | 11382 | 770 | 228 | 5336 | 6313508 | 7079 | 23893 | 352857 | 387030 |
| Jun 2011 | 15294 | 13761 | 877 | 252 | 5541 | 7339887 | 7561 | 26316 | 412834 | 458845 |
| May 2011 | 8537 | 7680 | 589 | 190 | 3906 | 4573747 | 5899 | 18285 | 238099 | 264672 |
| Apr 2011 | 6872 | 6107 | 528 | 184 | 3288 | 4066425 | 5530 | 15860 | 183220 | 206165 |
| Mar 2011 | 6597 | 5833 | 473 | 173 | 3338 | 3829335 | 5366 | 14693 | 180837 | 204532 |
| Feb 2011 | 5971 | 5139 | 444 | 180 | 2890 | 3142868 | 5067 | 12433 | 143919 | 167204 |
| Jan 2011 | 6302 | 5186 | 434 | 169 | 3040 | 3396943 | 5256 | 13455 | 160779 | 195363 |
| Dec 2010 | 4737 | 4217 | 362 | 145 | 2654 | 2733252 | 4504 | 11244 | 130754 | 146867 |
| Totals | | | | | | 47787690 | 62016 | 185355 | 2435343 | 2723421 |

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