

## Colombia Avocado Board

### Financial Budget

Fiscal Year (July 2024-June 2025)	2024-25 Approved Amended Budget
<b>Beginning Reserves</b>	
Assessment Reserve	\$ 1,150,000
Administrative Reserve	\$ 40,000
<b>Total Beginning Reserves</b>	<b>\$ 1,190,000</b>
<b>Projected Annual Revenue</b>	
Assessment Revenue - Marketing Promotion Purpose	\$ 754,375
Administrative Revenue - Membership Dues	\$ 72,000
Interest Income	\$ 25,000
<b>Total Revenue</b>	<b>\$ 851,375</b>
<b>Total Budget Revenue</b>	
Assessment Revenue - for Program/Marketing/Promotion	\$ 1,904,375
Administrative Revenue - Membership Dues	\$ 112,000
Interest Income	\$ 25,000
<b>Total Budget Revenue</b>	<b>\$ 2,041,375</b>
<b>Marketing &amp; Promotion Expenses</b>	
Advertising	\$ 64,000
New Media / Brand Marketing	\$ 101,500
Public Relations	\$ 9,000
Trade Marketing (retail - foodservice)	\$ 180,500
Industry Programs & Membership	\$ 73,150
Industry Engagement & Collaboration	\$ 340,000
Merchandisers - others	\$ 15,000
Managing Director Fees	\$ 104,000
Managing Director Expenses	\$ 10,400
AMS-USDA User Fees	\$ 57,610
Program Support Consulting	\$ 9,600
Travel	\$ 133,500
Events	\$ 163,000
BOLD Class	\$ 8,000
Strategic Planning	\$ -
<b>Total Marketing &amp; Promotional Expenses</b>	<b>\$ 1,269,260</b>
<b>Administrative Expenses</b>	
Legal Fees	\$ 17,000
Accountant Fees	\$ 3,000
Bank Fees	\$ 600
Supplies	\$ 500
Insurance	\$ 1,900
Audit Fees	\$ 12,500
Board Meetings	\$ 8,000
Managing Director Fees	\$ 26,000
Managing Director Expenses	\$ 2,600
Filing Fees	\$ 250
Office Space/Rent	\$ 1,800
Admin Consulting	\$ 2,400
<b>Total Administrative Expenses</b>	<b>\$ 76,550</b>
<b>TOTAL EXPENSES</b>	<b>\$ 1,345,810</b>
<b>Ending Unallocated Reserves</b>	
Ending Unallocated Assessment/Interest Reserve	\$ 660,115
Ending Unallocated Administrative Reserve	\$ 35,450
<b>Total Ending Unallocated Reserves</b>	<b>\$ 695,565</b>