

SALES AND MARKETING CHART OF ACCOUNTS

| | | Sales and Marketing |
|-------------------------------------|--|---------------------|
| | | 8000 |
| Labor (starts with "6") | | GL # |
| Management | | |
| Sales and Marketing Director | | 2 8000 60 8000 0 |
| Sales and Marketing Manager | | 2 8000 60 8002 0 |
| Sales and Marketing Asst Manager | | 2 8000 60 8004 0 |
| Catering Sales Director | | 2 8000 60 8006 0 |
| Catering Sales Manager | | 2 8000 60 8008 0 |
| Catering Sales Asst Manager | | 2 8000 60 8010 0 |
| Group Sales Director | | 2 8000 60 8012 0 |
| Group Sales Manager | | 2 8000 60 8014 0 |
| Group Sales Asst Manager | | 2 8000 60 8016 0 |
| Public Relations Manager | | 2 8000 60 8018 0 |
| Social Media Manager | | 2 8000 60 8020 0 |
| Ecommerce Manager | | 2 8000 60 8022 0 |
| Revenue Management Director | | 2 8000 60 8024 0 |
| Revenue Management Manager | | 2 8000 60 8026 0 |
| Revenue Management Asst Manager | | 2 8000 60 8028 0 |
| Administrative Assistant | | 2 8000 60 8030 0 |
| NonManagement | | |
| Sales and Marketing Supervisor | | 2 8000 60 8050 0 |
| Sales and Marketing Supervisor - OT | | 2 8000 60 8050 4 |
| Catering Coordinator | | 2 8000 60 8052 0 |
| Catering Coordinator - OT | | 2 8000 60 8052 4 |
| Ecommerce Coordinator | | 2 8000 60 8054 0 |
| Ecommerce Coordinator - OT | | 2 8000 60 8054 4 |
| Marketing Coordinator | | 2 8000 60 8056 0 |
| Marketing Coordinator - OT | | 2 8000 60 8056 4 |
| Public Relations Coordinator | | 2 8000 60 8058 0 |
| Public Relations Coordinator - OT | | 2 8000 60 8058 4 |
| Revenue Management Analyst | | 2 8000 60 8060 0 |
| Revenue Management Analyst - OT | | 2 8000 60 8060 4 |
| Sales Assistant | | 2 8000 60 8062 0 |
| Sales Assistant - OT | | 2 8000 60 8062 4 |

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| Sales Representative | 2 8000 60 8064 0 |
| Sales Representative - OT | 2 8000 60 8064 4 |
| Social Media Coordinator | 2 8000 60 8066 0 |
| Social Media Coordinator - OT | 2 8000 60 8066 4 |
| Alloc Expense In/Out - Wages | 2 8000 6990001 |
| Total Internal Wages | |

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| Contract Labor | |
| Sales and Marketing Supervisor | 2 8000 66 8050 0 |
| Catering Coordinator | 2 8000 66 8052 0 |
| Ecommerce Coordinator | 2 8000 66 8054 0 |
| Marketing Coordinator | 2 8000 66 8056 0 |
| Public Relations Coordinator | 2 8000 66 8058 0 |
| Revenue Management Analyst | 2 8000 66 8060 0 |
| Sales Assistant | 2 8000 66 8062 0 |
| Sales Representative | 2 8000 66 8064 0 |
| Social Media Coordinator | 2 8000 66 8066 0 |
| Total Contract Labor | |
| Bonuses and Incentives | |
| Bonus Plan Pay | 2 8000 6700200 |
| Incentive Pay | 2 8000 6700400 |
| Total Bonuses and Incentives | |
| Alloc Expense In/Out - Service Charge | 2 8000 6994001 |
| Total Compensation | |
| Payroll Taxes | |
| Federal Unemployment | 2 8000 6800200 |
| Medicare | 2 8000 6800300 |
| Other Payroll Taxes | 2 8000 6800400 |
| Social Security | 2 8000 6800500 |
| State Unemployment | 2 8000 6800600 |
| State Insurance | 2 8000 6800700 |
| Total Payroll Taxes | |
| Benefits | |
| Child Care | 2 8000 6900200 |
| Educational Benefit | 2 8000 6900240 |
| Employee Recognition | 2 8000 6900280 |
| Flex/Sick Pay | 2 8000 6900320 |
| Insurance General | 2 8000 6900360 |
| Holiday Pay | 2 8000 6900400 |
| Jury Duty Pay | 2 8000 6900440 |
| Other Benefits | 2 8000 6900480 |
| Paid Leave - Long Term Pay | 2 8000 6900520 |
| Retirement/401K/Pension | 2 8000 6900560 |
| Severance Pay | 2 8000 6900600 |
| Transportation Benefit | 2 8000 6900640 |
| Union Insurance | 2 8000 6900680 |

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| Union Other | 2 8000 6900720 |
| Union Pension | 2 8000 6900760 |
| Vacation Pay | 2 8000 6900800 |
| Workers Comp. Insurance | 2 8000 6900840 |
| Alloc Expense In/Out - Cafeteria | 2 8000 6998001 |
| Alloc Expense In/Out - T&B | 2 8000 6996001 |
| Total Benefits | |
| Total Compensation | |
| Total Labor Costs | |

Expense (starts with "7")

Operating Expenses

| | |
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| Advertising - Digital Paid Search | 2 8000 7010000 |
| Advertising - Display | 2 8000 7014000 |
| Advertising - Graphic Design | 2 8000 7018000 |
| Advertising - Print, Radio, TV | 2 8000 7022000 |
| Advertising - Social | 2 8000 7026000 |
| Budget Process and Meeting | 2 8000 7046000 |
| Business Meals | 2 8000 7054000 |
| Complimentary Gifts | 2 8000 7110000 |
| Contract Services Purchasing Fee | 2 8000 7134000 |
| Contract/External Services | 2 8000 7138000 |
| Corporate Reimbursables | 2 8000 7142000 |
| Decorations | 2 8000 7162000 |
| Direct Response Mailing | 2 8000 7166000 |
| Dues and Subscriptions | 2 8000 7178000 |
| Dues and Subscriptions - Visitors Bureau | 2 8000 7182000 |
| ECommerce Operations | 2 8000 7184000 |
| Entertainment | 2 8000 7198000 |
| Equipment Rental | 2 8000 7246000 |
| Familiarization Events | 2 8000 7334000 |
| Franchise Fee - Ecommerce | 2 8000 7353000 |
| Franchise Fee - Marketing | 2 8000 7354000 |
| Franchise Fee - Royalties | 2 8000 7358000 |
| Licenses and Permits | 2 8000 7566000 |
| Loyalty Program | 2 8000 7598000 |
| Loyalty Program - Promotions | 2 8000 7602000 |
| Management Meetings | 2 8000 7654000 |
| Marketing Agency Fees | 2 8000 7658000 |
| Miscellaneous | 2 8000 7670000 |
| Outside Sales Representation | 2 8000 7682000 |
| Outside Sales Research | 2 8000 7686000 |

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| Outside Signage | 2 8000 7690000 |
| Photography/Videography | 2 8000 7718000 |
| Postage | 2 8000 7734000 |
| Printing | 2 8000 7742000 |
| Professional Fees | 2 8000 7746000 |
| Professional Fees - Corporate | 2 8000 7750000 |
| Promotion | 2 8000 7754000 |
| Revenue Management Operations | 2 8000 7792000 |
| Supplies - Cleaning | 2 8000 7822000 |
| Supplies - Office | 2 8000 7846000 |
| Supplies - Operating | 2 8000 7850000 |
| Telephone/Internet/Communication | 2 8000 7858000 |
| Trade Shows and Conventions | 2 8000 7878000 |
| Training | 2 8000 7882000 |
| Travel | 2 8000 7898000 |
| Travel - Air and Ground | 2 8000 7902000 |
| Travel - Hotel | 2 8000 7906000 |
| Travel - Meals | 2 8000 7910000 |
| Travel - Other | 2 8000 7914000 |
| Uniforms | 2 8000 7918000 |
| Uniforms Laundry | 2 8000 7922000 |
| Website | 2 8000 7938000 |
| Alloc Expense In/Out - Laundry | 2 8000 7995001 |
| Alloc Expense In/Out - OpEx | 2 8000 7990001 |
| Total Operating Expenses | |