

Gustavus Visitors Association Profit & Loss Budget vs. Actual

July 2022 through June 2023

	Jul '22 - Jun 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
City/Tax Revenue	35,600.00	35,600.00	0.00	100.0%
Membership	4,426.83	4,320.00	106.83	102.5%
Total Income	40,026.83	39,920.00	106.83	100.3%
Gross Profit	40,026.83	39,920.00	106.83	100.3%
Expense				
Administration				
Equipment	0.00	0.00	0.00	0.0%
Postage	293.59	100.00	193.59	293.6%
Sales Tax	0.00	0.00	0.00	0.0%
Software	99.99	200.00	-100.01	50.0%
Supplies	116.63	200.00	-83.37	58.3%
Teleconference	0.00	180.00	-180.00	0.0%
Administration - Other	0.00	0.00	0.00	0.0%
Total Administration	510.21	680.00	-169.79	75.0%
Contractor Work				
Administrative	2,000.00	6,000.00	-4,000.00	33.3%
Marketing Coordinator	7,944.45	14,400.00	-6,455.55	55.2%
Contractor Work - Other	0.00	0.00	0.00	0.0%
Total Contractor Work	9,944.45	20,400.00	-10,455.55	48.7%
Fees/Licenses				
Banking	0.00	0.00	0.00	0.0%
Fees/Licenses - Other	689.00	800.00	-111.00	86.1%
Total Fees/Licenses	689.00	800.00	-111.00	86.1%
Marketing				
Community Outreach	0.00	0.00	0.00	0.0%
Equipment	0.00	100.00	-100.00	0.0%
Memberships				
ATIA/Travel Alaska	140.00	140.00	0.00	100.0%
DTN Travel Juneau	0.00	400.00	-400.00	0.0%
JCVB/Juneau Guide	400.00	0.00	400.00	100.0%
SE AK Tourism Council (SATC)	0.00	1,000.00	-1,000.00	0.0%
Memberships - Other	40.30	0.00	40.30	100.0%
Total Memberships	580.30	1,540.00	-959.70	37.7%
Online				
DTN Travel Juneau	0.00	400.00	-400.00	0.0%
Gustavus.com	0.00	0.00	0.00	0.0%
GVA Website	111.55	1,000.00	-888.45	11.2%
Promotional Video	12,000.00	12,000.00	0.00	100.0%
Social Media	472.06	500.00	-27.94	94.4%
Total Online	12,583.61	13,900.00	-1,316.39	90.5%
Print / Digital Media				
Alaska Airlines Magazine	0.00	0.00	0.00	0.0%
Alaska Magazine ads	1,116.00	1,000.00	116.00	111.6%
Brochure	1,005.00	0.00	1,005.00	100.0%
International outreach	0.00	0.00	0.00	0.0%
JCVB Travel Planner	0.00	0.00	0.00	0.0%
Juneau Empire	0.00	0.00	0.00	0.0%
Milepost	0.00	1,000.00	-1,000.00	0.0%
Travel Alaska	0.00	500.00	-500.00	0.0%
Print / Digital Media - Other	1,004.96			
Total Print / Digital Media	3,125.96	2,500.00	625.96	125.0%
Radio				
KTOO Radio	0.00	0.00	0.00	0.0%
Total Radio	0.00	0.00	0.00	0.0%
Supplies	0.00	0.00	0.00	0.0%
Travel Shows	0.00	0.00	0.00	0.0%
Marketing - Other	627.09	0.00	627.09	100.0%
Total Marketing	16,916.96	18,040.00	-1,123.04	93.8%
Misellaneous	0.00	0.00	0.00	0.0%
Special Projects				
Community Projects	0.00	0.00	0.00	0.0%
Special Projects - Other	0.00	0.00	0.00	0.0%
Total Special Projects	0.00	0.00	0.00	0.0%

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Utilities				
cell phone	0.00	0.00	0.00	0.0%
Total Utilities	0.00	0.00	0.00	0.0%
Total Expense	28,060.62	39,920.00	-11,859.38	70.3%
Net Ordinary Income	11,966.21	0.00	11,966.21	100.0%
Other Income/Expense				
Other Expense				
Fixed Asset Depreciation	0.00	0.00	0.00	0.0%
Total Other Expense	0.00	0.00	0.00	0.0%
Net Other Income	0.00	0.00	0.00	0.0%
Net Income	11,966.21	0.00	11,966.21	100.0%

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1. Encumbered for FY24 project costs