9:43 AM

11/04/25

Cash Basis

Gustavus Visitors Association
Proft & Loss Budget vs Actual FY26
July 1 through November 4, 2025

	Jul 1 - Nov 4, 25	Budget	$ Over Budget
Ordinary Income/Expense			
Income			
CityTax Revenue	15,200.00	15,200.00	0.00
Membership	400.00	2,000.00	-1,600.00
Total Income	15,600.00	17,200.00	-1,600.00
Gross Profit	15,600.00	17,200.00	-1,600.00
Expense			
Administration			
Postage	17.50	50.00	-32.50
Software	0.00	1,500.00	-1,500.00
Supplies	0.00	134.00	-134.00
Total Administration	17.50	1,684.00	-1,666.50
Contractor Work			
Administrative	0.00	2,000.00	-2,000.00
Marketing Coordinator	0.00	5,400.00	-5,400.00
Total Contractor Work	0.00	7,400.00	-7,400.00
Fees/Licenses	30.00	0.00	30.00
Marketing			
Design	0.00	400.00	-400.00
Memberships			
ATIA/Travel Alaska	240.00	400.00	-160.00
DTN Travel Juneau	400.00	400.00	0.00
Total Memberships	640.00	800.00	-160.00
Online			
GVA Website			
Payment Plug-in	1,200.00	1,000.00	200.00
Total GVA Website	1,200.00	1,000.00	200.00
Social Media	0.00	500.00	-500.00
Online - Other	199.00	0.00	199.00
Total Online	1,399.00	1,500.00	-101.00
Print / Digital Media			
Alaska Magazine ads	500.00	3,616.00	-3,116.00
Brochure	899.19	1,800.00	-900.81
Total Print / Digital Media	1,399.19	5,416.00	-4,016.81
Marketing - Other	149.35	0.00	149.35
Total Marketing	3,587.54	8,116.00	-4,528.46
Special Projects			
Community Projects	400.00	0.00	400.00
Total Special Projects	400.00	0.00	400.00
Total Expense	4,035.04	17,200.00	-13,164.96
Net Ordinary Income	11,564.96	0.00	11,564.96
Other Income/Expense			
Other Expense			
Fixed Asset Depreciation	599.99	0.00	599.99
Total Other Expense	599.99	0.00	599.99
Net Other Income	-599.99	0.00	-599.99
Net Income	**10,964.97**	**0.00**	**10,964.97**