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02/03/22

Cash Basis

Gustavus Visitors Association
Profit & Loss Budget vs. Actual
 July 1, 2021 through February 3, 2022

	Jul 1, '21 - Feb 3, 22	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
City/Tax Revenue	30,000.00	30,000.00	0.00
Membership	4,550.00	4,300.00	250.00
Total Income	34,550.00	34,300.00	250.00
Gross Profit	34,550.00	34,300.00	250.00
Expense			
Administration			
Postage	37.50	100.00	-62.50
Software	0.00	200.00	-200.00
Supplies	18.89	200.00	-181.11
Survey Subscription	58.71	0.00	58.71
Teleconference	0.00	180.00	-180.00
Total Administration	115.10	680.00	-564.90
Contractor Work			
Administrative	775.00	6,000.00	-5,225.00
Marketing Coordinator	4,708.75	14,400.00	-9,691.25
Total Contractor Work	5,483.75	20,400.00	-14,916.25
Fees/Licenses	783.46	200.00	583.46
Marketing			
Equipment	0.00	100.00	-100.00
Memberships			
ATIA/Travel Alaska	140.00	140.00	0.00
DTN Travel Juneau	400.00	400.00	0.00
SE AK Tourism Council (SATC)	0.00	1,000.00	-1,000.00
Memberships - Other	42.50	0.00	42.50
Total Memberships	582.50	1,540.00	-957.50
Online			
GVA Website	195.18	3,000.00	-2,804.82
Social Media	0.00	500.00	-500.00
Total Online	195.18	3,500.00	-3,304.82

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Print / Digital Media			
Alaska Airlines Magazine	0.00	1,000.00	-1,000.00
Alaska Magazine ads	0.00	1,000.00	-1,000.00
Brochure	0.00	1,200.00	-1,200.00
Milepost	0.00	1,000.00	-1,000.00
Total Print / Digital Media	0.00	4,200.00	-4,200.00
Travel Shows	300.00	0.00	300.00
Marketing - Other	1,387.64	0.00	1,387.64
Total Marketing	2,465.32	9,340.00	-6,874.68
Misellaneous	200.00	0.00	200.00
Special Projects			
Community Projects	-200.00	0.00	-200.00
Total Special Projects	-200.00	0.00	-200.00
Total Expense	8,847.63	30,620.00	-21,772.37
Net Ordinary Income	25,702.37	3,680.00	22,022.37
Net Income	25,702.37	3,680.00	22,022.37