

**Gustavus Visitors Association**  
**Profit & Loss Budget vs. Actual**  
 July 1 through October 28, 2023

	Jul 1 - Oct 28, 23	Budget	\$ Over Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
CityTax Revenue	41,400.00	41,400.00	0.00
<b>Total Income</b>	41,400.00	41,400.00	0.00
<b>Gross Profit</b>	41,400.00	41,400.00	0.00
<b>Expense</b>			
<b>Administration</b>			
Postage	2.55	210.00	-207.45
Software	-299.55	800.00	-1,099.55
Supplies	0.00	100.00	-100.00
<b>Total Administration</b>	-297.00	1,110.00	-1,407.00
<b>Contractor Work</b>			
Administrative	2,000.00	2,000.00	0.00
Marketing Coordinator			
Technician	950.00	0.00	950.00
Marketing Coordinator - Other	975.00	14,400.00	-13,425.00
<b>Total Marketing Coordinator</b>	1,925.00	14,400.00	-12,475.00
<b>Total Contractor Work</b>	3,925.00	16,400.00	-12,475.00
<b>Fees/Licenses</b>	0.00	500.00	-500.00
<b>Marketing</b>			
Community Outreach	0.00	4,000.00	-4,000.00
Memberships			
ATIA/Travel Alaska	390.00	140.00	250.00
DTN Travel Juneau	0.00	400.00	-400.00
JCVB/Juneau Guide	0.00	400.00	-400.00
<b>Total Memberships</b>	390.00	940.00	-550.00
<b>Online</b>			
GVA Website	0.00	1,000.00	-1,000.00
Promotional Video	16,064.18	13,000.00	3,064.18
Social Media	0.00	100.00	-100.00
<b>Total Online</b>	16,064.18	14,100.00	1,964.18
<b>Print / Digital Media</b>			
Alaska Magazine ads	116.00	0.00	116.00
Brochure	0.00	2,000.00	-2,000.00
<b>Total Print / Digital Media</b>	116.00	2,000.00	-1,884.00
<b>Marketing - Other</b>	350.00	0.00	350.00
<b>Total Marketing</b>	16,920.18	21,040.00	-4,119.82
<b>Special Projects</b>			
Community Projects	4,391.00	7,400.00	-3,009.00
<b>Total Special Projects</b>	4,391.00	7,400.00	-3,009.00
<b>Total Expense</b>	24,939.18	46,450.00	-21,510.82
<b>Net Ordinary Income</b>	16,460.82	-5,050.00	21,510.82
<b>Net Income</b>	<b>16,460.82</b>	<b>-5,050.00</b>	<b>21,510.82</b>