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07/29/22

Cash Basis

Gustavus Visitors Association
Profit & Loss Budget vs. Actual
 July 2021 through June 2022

	Jul '21 - Jun 22	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
CityTax Revenue	30,000.00	30,000.00	0.00
Membership	5,050.00	4,300.00	750.00
Total Income	35,050.00	34,300.00	750.00
Gross Profit	35,050.00	34,300.00	750.00
Expense			
Administration			
Postage	231.00	100.00	131.00
Software	1,422.62	200.00	1,222.62
Supplies	18.89	200.00	-181.11
Teleconference	0.00	180.00	-180.00
Total Administration	1,731.22	680.00	1,051.22
Contractor Work			
Administrative	775.00	6,000.00	-5,225.00
Marketing Coordinator	9,712.25	14,400.00	-4,687.75
Total Contractor Work	11,112.25	20,400.00	-9,287.75
Fees/Licenses	1,733.55	200.00	1,533.55
Marketing			
Equipment	0.00	100.00	-100.00
Memberships			
ATIA/Travel Alaska	340.00	140.00	200.00
DTN Travel Juneau	400.00	400.00	0.00
SE AK Tourism Council (SATC)	0.00	1,000.00	-1,000.00
Total Memberships	782.50	1,540.00	-757.50
Online			
GVA Website	502.21	3,000.00	-2,497.79
Social Media	60.54	500.00	-439.46
Total Online	562.75	3,500.00	-2,937.25
Print / Digital Media			
Alaska Airlines Magazine	0.00	1,000.00	-1,000.00
Alaska Magazine ads	2,000.00	1,000.00	1,000.00
Brochure	718.99	1,200.00	-481.01
Milepost	0.00	1,000.00	-1,000.00
Total Print / Digital Media	7,177.99	4,200.00	2,977.99

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Travel Shows	300.00	0.00	300.00
Marketing - Other	3,049.68	0.00	3,049.68
Total Marketing	11,872.92	9,340.00	2,532.92
Special Projects			
Community Projects	-200.00	0.00	-200.00
Total Special Projects	-200.00	0.00	-200.00
Total Expense	26,513.51	30,620.00	-4,106.49
Net Ordinary Income	8,536.49	3,680.00	4,856.49
Net Income	8,536.49	3,680.00	4,856.49