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08/09/21

Cash Basis

Gustavus Visitors Association
Profit & Loss Budget vs. Actual
 July 2020 through June 2021

	Jul '20 - Jun 21	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
City/Tax Revenue	17,000.00	17,000.00	0.00
Total Income	17,000.00	17,000.00	0.00
Gross Profit	17,000.00	17,000.00	0.00
Expense			
Administration			
Postage	151.80	0.00	151.80
Software	157.98	0.00	157.98
Supplies	8.25	0.00	8.25
Total Administration	415.31	0.00	415.31
Contractor Work			
Administrative	6,608.75	3,750.00	2,858.75
Marketing Director	6,250.00	6,000.00	250.00
Total Contractor Work	12,858.75	9,750.00	3,108.75
Fees/Licenses			
Banking	-20.00	0.00	-20.00
Fees/Licenses - Other	228.91	0.00	228.91
Total Fees/Licenses	208.91	0.00	208.91
Marketing			
Memberships			
ATIA/Travel Alaska	1,000.00	0.00	1,000.00
JCVB/Juneau Guide	1,200.00	0.00	1,200.00
SE AK Tourism Council (SATC)	-1,000.00	0.00	-1,000.00
Memberships - Other	0.00	2,000.00	-2,000.00
Total Memberships	1,200.00	2,000.00	-800.00
Online			
DTN Travel Juneau	525.00	0.00	525.00
GVA Website	352.77	3,250.00	-2,897.23
Social Media	60.54	0.00	60.54
Total Online	938.31	3,250.00	-2,311.69
Print Media	0.00	2,000.00	-2,000.00

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	Jul '20 - Jun 21	Budget	\$ Over Budget
Marketing - Other	487.96	0.00	487.96
Total Marketing	2,626.27	7,250.00	-4,623.73
Total Expense	17,293.24	17,000.00	293.24
Net Ordinary Income	-293.24	0.00	-293.24
Net Income	-293.24	0.00	-293.24