

Gustavus Visitors Association
FY27 Budget Proposal to City of Gustavus
 July 2026 through June 2027

	Jul '26 - Jun 27	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
CityTax Revenue	0.00	20,700.00	-20,700.00
Membership	0.00	2,000.00	-2,000.00
Total Income	0.00	22,700.00	-22,700.00
Gross Profit	0.00	22,700.00	-22,700.00
Expense			
Administration			
Postage	0.00	50.00	-50.00
Software	0.00	1,600.00	-1,600.00
Supplies	0.00	134.00	-134.00
Total Administration	0.00	1,784.00	-1,784.00
Contractor Work			
Administrative	0.00	2,000.00	-2,000.00
Marketing Coordinator	0.00	10,800.00	-10,800.00
Total Contractor Work	0.00	12,800.00	-12,800.00
Marketing			
Design	0.00	400.00	-400.00
Memberships			
ATIA/Travel Alaska	0.00	400.00	-400.00
DTN Travel Juneau	0.00	400.00	-400.00
Total Memberships	0.00	800.00	-800.00
Online			
GVA Website	0.00	1,000.00	-1,000.00
Social Media	0.00	500.00	-500.00
Total Online	0.00	1,500.00	-1,500.00
Print / Digital Media			
Alaska Magazine ads	0.00	3,616.00	-3,616.00
Brochure	0.00	1,800.00	-1,800.00
Total Print / Digital Media	0.00	5,416.00	-5,416.00
Total Marketing	0.00	8,116.00	-8,116.00
Total Expense	0.00	22,700.00	-22,700.00
Net Ordinary Income	0.00	0.00	0.00
Net Income	0.00	0.00	0.00