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Cash Basis

Gustavus Visitors Association
Profit & Loss Budget vs Actual FY26
July 1, 2025 through January 28, 2026

	Jul 1, '25 - Jan 28, 26	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
CityTax Revenue	15,200.00	15,200.00	0.00
Membership	400.00	2,000.00	-1,600.00
Total Income	15,600.00	17,200.00	-1,600.00
Gross Profit	15,600.00	17,200.00	-1,600.00
Expense			
Administration			
Postage	17.50	50.00	-32.50
Software	13.93	1,500.00	-1,486.07
Supplies	0.00	134.00	-134.00
Total Administration	31.43	1,684.00	-1,652.57
Contractor Work			
Administrative	0.00	2,000.00	-2,000.00
Marketing Coordinator	0.00	5,400.00	-5,400.00
Total Contractor Work	0.00	7,400.00	-7,400.00
Fees/Licenses	30.00	0.00	30.00
Marketing			
Design	0.00	400.00	-400.00
Memberships			
ATIA/Travel Alaska	240.00	400.00	-160.00
DTN Travel Juneau	400.00	400.00	0.00
Total Memberships	640.00	800.00	-160.00
Online			
GVA Website			
Payment Plug-in	1,200.00	1,000.00	200.00
Total GVA Website	1,200.00	1,000.00	200.00
Social Media	0.00	500.00	-500.00
Online - Other	199.00	0.00	199.00
Total Online	1,399.00	1,500.00	-101.00
Print / Digital Media			
Alaska Magazine ads	500.00	3,616.00	-3,116.00
Brochure	899.19	1,800.00	-900.81
Total Print / Digital Media	1,399.19	5,416.00	-4,016.81
Marketing - Other	532.51	0.00	532.51
Total Marketing	3,970.70	8,116.00	-4,145.30
Special Projects			
Community Projects	400.00	0.00	400.00
Total Special Projects	400.00	0.00	400.00
Total Expense	4,432.13	17,200.00	-12,767.87
Net Ordinary Income	11,167.87	0.00	11,167.87
Other Income/Expense			
Other Expense			
Fixed Asset Depreciation	599.99	0.00	599.99
Total Other Expense	599.99	0.00	599.99
Net Other Income	-599.99	0.00	-599.99
Net Income	10,567.88	0.00	10,567.88