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10/28/20

Accrual Basis

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

|                                | Jul '20 - Jun 21 | Budget    | \$ Over Budget | % of Budget |
|--------------------------------|------------------|-----------|----------------|-------------|
| <b>Ordinary Income/Expense</b> |                  |           |                |             |
| <b>Income</b>                  |                  |           |                |             |
| CityTax Revenue                | 0.00             | 17,000.00 | -17,000.00     | 0.0%        |
| Membership - Waived/Covid      | 0.00             | 0.00      | 0.00           | 0.0%        |
| Stimulus Grant                 |                  |           |                |             |
| AK CARES Economic Recovery     | 0.00             | 0.00      | 0.00           | 0.0%        |
| <b>Total Stimulus Grant</b>    | 0.00             | 0.00      | 0.00           | 0.0%        |
| <b>Total Income</b>            | 0.00             | 17,000.00 | -17,000.00     | 0.0%        |
| <b>Gross Profit</b>            | 0.00             | 17,000.00 | -17,000.00     | 0.0%        |
| <b>Expense</b>                 |                  |           |                |             |
| <b>Administration</b>          |                  |           |                |             |
| Equipment                      | 0.00             | 0.00      | 0.00           | 0.0%        |
| Postage                        | 0.00             | 0.00      | 0.00           | 0.0%        |
| Software                       | 0.00             | 0.00      | 0.00           | 0.0%        |
| Supplies                       | 5.15             | 0.00      | 5.15           | 100.0%      |
| Teleconference                 | 0.00             | 0.00      | 0.00           | 0.0%        |
| Administration - Other         | 0.00             | 0.00      | 0.00           | 0.0%        |
| <b>Total Administration</b>    | 5.15             | 0.00      | 5.15           | 100.0%      |
| <b>Contractor Work</b>         |                  |           |                |             |
| Administrative                 | 250.00           | 3,750.00  | -3,500.00      | 6.7%        |
| Marketing Director             | 2,500.00         | 6,000.00  | -3,500.00      | 41.7%       |
| Contractor Work - Other        | 0.00             | 0.00      | 0.00           | 0.0%        |
| <b>Total Contractor Work</b>   | 2,750.00         | 9,750.00  | -7,000.00      | 28.2%       |
| <b>Fees/Licenses</b>           |                  |           |                |             |
| Banking                        | -20.00           | 0.00      | -20.00         | 100.0%      |
| Fees/Licenses - Other          | 128.91           | 0.00      | 128.91         | 100.0%      |
| <b>Total Fees/Licenses</b>     | 108.91           | 0.00      | 108.91         | 100.0%      |
| <b>Marketing</b>               |                  |           |                |             |
| <b>Advertising</b>             |                  |           |                |             |
| Marketing Director             | 0.00             | 0.00      | 0.00           | 0.0%        |
| Advertising - Other            | 0.00             | 0.00      | 0.00           | 0.0%        |
| <b>Total Advertising</b>       | 0.00             | 0.00      | 0.00           | 0.0%        |
| <b>Design</b>                  |                  |           |                |             |
| Alaska Grafix                  | 0.00             | 0.00      | 0.00           | 0.0%        |
| Graphic Design                 | 0.00             | 0.00      | 0.00           | 0.0%        |
| <b>Total Design</b>            | 0.00             | 0.00      | 0.00           | 0.0%        |

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| Equipment                     | 0.00             | 0.00     | 0.00           | 0.0%        |
| GVA Visitor Center            | 0.00             | 0.00     | 0.00           | 0.0%        |
| Memberships                   |                  |          |                |             |
| ATIA/Travel Alaska            | 0.00             | 0.00     | 0.00           | 0.0%        |
| JCVB/Juneau Guide             | 0.00             | 0.00     | 0.00           | 0.0%        |
| SE AK Tourism Council (SATC)  | 0.00             | 0.00     | 0.00           | 0.0%        |
| Memberships - Other           | 0.00             | 2,000.00 | -2,000.00      | 0.0%        |
| <b>Total Memberships</b>      | 0.00             | 2,000.00 | -2,000.00      | 0.0%        |
| Online                        |                  |          |                |             |
| Facebook Boost                | 0.00             | 0.00     | 0.00           | 0.0%        |
| Google Adwords                | 0.00             | 0.00     | 0.00           | 0.0%        |
| Gustavus.com                  | 0.00             | 0.00     | 0.00           | 0.0%        |
| GVA Website                   | 337.60           | 3,250.00 | -2,912.40      | 10.4%       |
| Social Media                  | 0.00             | 0.00     | 0.00           | 0.0%        |
| Targeted Marketing            | 0.00             | 0.00     | 0.00           | 0.0%        |
| Online - Other                | 0.00             | 0.00     | 0.00           | 0.0%        |
| <b>Total Online</b>           | 337.60           | 3,250.00 | -2,912.40      | 10.4%       |
| Print Media                   |                  |          |                |             |
| Alaska Airlines Magazine      | 0.00             | 0.00     | 0.00           | 0.0%        |
| Alaska Magazine ads           | 0.00             | 0.00     | 0.00           | 0.0%        |
| Brochure                      | 0.00             | 0.00     | 0.00           | 0.0%        |
| JCVB Travel Planner           | 0.00             | 0.00     | 0.00           | 0.0%        |
| Juneau Empire                 | 0.00             | 0.00     | 0.00           | 0.0%        |
| Large Map                     | 0.00             | 0.00     | 0.00           | 0.0%        |
| Milepost                      | 0.00             | 0.00     | 0.00           | 0.0%        |
| Print Media - Other           | 0.00             | 2,000.00 | -2,000.00      | 0.0%        |
| <b>Total Print Media</b>      | 0.00             | 2,000.00 | -2,000.00      | 0.0%        |
| Radio                         |                  |          |                |             |
| KTOO Radio                    | 0.00             | 0.00     | 0.00           | 0.0%        |
| <b>Total Radio</b>            | 0.00             | 0.00     | 0.00           | 0.0%        |
| Supplies                      | 0.00             | 0.00     | 0.00           | 0.0%        |
| Travel Shows                  | 0.00             | 0.00     | 0.00           | 0.0%        |
| Marketing - Other             | 0.00             | 0.00     | 0.00           | 0.0%        |
| <b>Total Marketing</b>        | 337.60           | 7,250.00 | -6,912.40      | 4.7%        |
| Special Projects              |                  |          |                |             |
| Community Projects            | 0.00             | 0.00     | 0.00           | 0.0%        |
| <b>Total Special Projects</b> | 0.00             | 0.00     | 0.00           | 0.0%        |

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|----------------------------|------------------|-------------|------------------|---------------|
| Utilities                  |                  |             |                  |               |
| cell phone                 | 0.00             | 0.00        | 0.00             | 0.0%          |
| <b>Total Utilities</b>     | 0.00             | 0.00        | 0.00             | 0.0%          |
| <b>Total Expense</b>       | 3,201.66         | 17,000.00   | -13,798.34       | 18.8%         |
| <b>Net Ordinary Income</b> | -3,201.66        | 0.00        | -3,201.66        | 100.0%        |
| <b>Net Income</b>          | <b>-3,201.66</b> | <b>0.00</b> | <b>-3,201.66</b> | <b>100.0%</b> |