

Gustavus Visitors Association
FY25 Budget Proposal to City of Gustavus
 July 2024 through June 2025

	Jul '24 - Jun 25
Ordinary Income/Expense	
Income	
CityTax Revenue	27,200.00
Membership	2,000.00
Total Income	29,200.00
Gross Profit	29,200.00
Expense	
Administration	
Federal Grant Eligibility	3,000.00
Postage	50.00
Software	1,500.00
Supplies	134.00
Total Administration	4,684.00
Contractor Work	
Administrative	2,000.00
Marketing Coordinator	
Social Media	2,000.00
Technician	3,000.00
Marketing Coordinator - Other	7,800.00
Total Marketing Coordinator	12,800.00
Total Contractor Work	14,800.00
Marketing	
Memberships	
ATIA/Travel Alaska	400.00
DTN Travel Juneau	400.00
Total Memberships	800.00
Online	
GVA Website	1,000.00
Social Media	500.00
Total Online	1,500.00
Print / Digital Media	
Alaska Magazine ads	5,616.00
Brochure	1,800.00
Total Print / Digital Media	7,416.00
Total Marketing	9,716.00
Total Expense	29,200.00
Net Ordinary Income	0.00
Net Income	0.00