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11/02/22

Cash Basis

Gustavus Visitors Association
Profit & Loss Budget vs. Actual
 July 1 through November 2, 2022

	Jul 1 - Nov 2, 22	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
CityTax Revenue	35,600.00	35,600.00	0.00
Membership	437.08	4,320.00	-3,882.92
Total Income	36,037.08	39,920.00	-3,882.92
Gross Profit	36,037.08	39,920.00	-3,882.92
Expense			
Administration			
Postage	91.49	100.00	-8.51
Software	0.00	200.00	-200.00
Supplies	0.00	200.00	-200.00
Teleconference	0.00	180.00	-180.00
Total Administration	91.49	680.00	-588.51
Contractor Work			
Administrative	0.00	6,000.00	-6,000.00
Marketing Coordinator	0.00	14,400.00	-14,400.00
Total Contractor Work	0.00	20,400.00	-20,400.00
Fees/Licenses	0.00	800.00	-800.00
Marketing			
Equipment	0.00	100.00	-100.00
Memberships			
ATIA/Travel Alaska	0.00	140.00	-140.00
DTN Travel Juneau	0.00	400.00	-400.00
JCVB/Juneau Guide	400.00	0.00	400.00
SE AK Tourism Council (SATC)	0.00	1,000.00	-1,000.00
Memberships - Other	40.30	0.00	40.30
Total Memberships	440.30	1,540.00	-1,099.70
Online			
DTN Travel Juneau	0.00	400.00	-400.00
GVA Website	40.34	1,000.00	-959.66
Promotional Video	0.00	12,000.00	-12,000.00
Social Media	0.00	500.00	-500.00
Total Online	40.34	13,900.00	-13,859.66

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Print / Digital Media			
Alaska Magazine ads	0.00	1,000.00	-1,000.00
Milepost	0.00	1,000.00	-1,000.00
Travel Alaska	0.00	500.00	-500.00
Total Print / Digital Media	0.00	2,500.00	-2,500.00
Marketing - Other	2,363.88	0.00	2,363.88
Total Marketing	2,844.52	18,040.00	-15,195.48
Total Expense	2,936.01	39,920.00	-36,983.99
Net Ordinary Income	33,101.07	0.00	33,101.07
Net Income	33,101.07	0.00	33,101.07