

Gustavus Visitors Association
Profit & Loss Budget vs. Actual
 July 1 through August 19, 2024

	Jul 1 - Aug 19, 24	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
CityTax Revenue	27,200.00	0.00	27,200.00
Membership	100.00	2,000.00	-1,900.00
Total Income	<u>27,300.00</u>	<u>2,000.00</u>	<u>25,300.00</u>
Gross Profit	27,300.00	2,000.00	25,300.00
Expense			
Administration			
Federal Grant Eligibility	0.00	3,000.00	-3,000.00
Postage	0.00	50.00	-50.00
Software	0.00	1,500.00	-1,500.00
Supplies	0.00	134.00	-134.00
Total Administration	0.00	4,684.00	-4,684.00
Contractor Work			
Administrative	0.00	2,000.00	-2,000.00
Marketing Coordinator			
Social Media	0.00	2,000.00	-2,000.00
Technician	0.00	3,000.00	-3,000.00
Marketing Coordinator - Other	0.00	7,800.00	-7,800.00
Total Marketing Coordinator	0.00	12,800.00	-12,800.00
Total Contractor Work	0.00	14,800.00	-14,800.00
Marketing			
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
Promotional Video	10,000.00	0.00	10,000.00
Social Media	0.00	500.00	-500.00
Total Online	10,000.00	1,500.00	8,500.00
Print / Digital Media			
Alaska Magazine ads	0.00	3,616.00	-3,616.00
Brochure	0.00	1,800.00	-1,800.00
Large Map	236.90	0.00	236.90
Total Print / Digital Media	236.90	5,416.00	-5,179.10
Total Marketing	10,236.90	7,716.00	2,520.90
Total Expense	10,236.90	27,200.00	-16,963.10
Net Ordinary Income	17,063.10	-25,200.00	42,263.10
Net Income	<u>17,063.10</u>	<u>-25,200.00</u>	<u>42,263.10</u>