

Gustavus Visitors Association
Profit & Loss Budget vs. Actual
July 1, 2023 through June 4, 2024

	Jul 1, '23 - Jun 4, 24	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
CityTax Revenue	41,400.00	41,400.00	0.00
Membership	2,659.53	5,050.00	-2,390.47
Total Income	44,059.53	46,450.00	-2,390.47
Gross Profit	44,059.53	46,450.00	-2,390.47
Expense			
Administration			
Postage	132.35	210.00	-77.65
Software	-189.56	800.00	-989.56
Supplies	102.99	100.00	2.99
Total Administration	45.78	1,110.00	-1,064.22
Contractor Work			
Administrative	2,000.00	2,000.00	0.00
Marketing Coordinator			
Social Media	1,200.00	0.00	1,200.00
Technician	2,410.00	0.00	2,410.00
Marketing Coordinator - Other	2,700.00	14,400.00	-11,700.00
Total Marketing Coordinator	6,310.00	14,400.00	-8,090.00
Total Contractor Work	8,310.00	16,400.00	-8,090.00
Fees/Licenses	2,995.00	500.00	2,495.00
Marketing			
Community Outreach	0.00	4,000.00	-4,000.00
Memberships			
ATIA/Travel Alaska	390.00	140.00	250.00
DTN Travel Juneau	0.00	400.00	-400.00
JCVB/Juneau Guide	0.00	400.00	-400.00
Total Memberships	390.00	940.00	-550.00
Online			
GVA Website	1,069.63	1,000.00	69.63
Promotional Video	16,214.18	13,000.00	3,214.18
Social Media	590.00	100.00	490.00
Total Online	17,873.81	14,100.00	3,773.81
Print / Digital Media			
Alaska Magazine ads	116.00	0.00	116.00
Brochure	350.00	2,000.00	-1,650.00
Print / Digital Media - Other	500.00	0.00	500.00
Total Print / Digital Media	966.00	2,000.00	-1,034.00
Marketing - Other	383.16	0.00	383.16
Total Marketing	19,612.97	21,040.00	-1,427.03
Professional Fees	25.00	0.00	25.00
Special Projects			
Community Projects	4,391.00	7,400.00	-3,009.00
Total Special Projects	4,391.00	7,400.00	-3,009.00
Total Expense	35,379.75	46,450.00	-11,070.25
Net Ordinary Income	8,679.78	0.00	8,679.78
Net Income	8,679.78	0.00	8,679.78