

**Marshall Convention & Visitors Bureau
Profit & Loss Budget Performance
December 2020**

01/08/21

Accrual Basis

	Dec 20	Budget	Jan - Dec 20	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
Lodging Tax	14,232.38	15,000.00	129,106.19	180,000.00	180,000.00
Red Barron Contract	4,000.00	7,000.00	75,000.00	84,000.00	84,000.00
Red Baron Events					
Craft Beer Show	0.00	0.00	0.00	4,000.00	4,000.00
Gun Show	0.00	0.00	200.00	9,500.00	9,500.00
Other Events	0.00	500.00	1,997.00	2,000.00	2,000.00
Total Red Baron Events	0.00	500.00	2,197.00	15,500.00	15,500.00
CVB Events					
Haunted House	0.00	0.00	1,145.00	4,000.00	4,000.00
Traveling Trivia	0.00	100.00	650.00	1,200.00	1,200.00
Mega Trivia	0.00	0.00	0.00	500.00	500.00
Other Events	0.00	0.00	0.00	1,000.00	1,000.00
Total CVB Events	0.00	100.00	1,795.00	6,700.00	6,700.00
Publications					
Visitors Guide	0.00	3,000.00	412.50	3,000.00	3,000.00
Total Publications	0.00	3,000.00	412.50	3,000.00	3,000.00
Other Income	35.92	0.00	22,042.78	2,000.00	2,000.00
Total Income	18,268.30	25,600.00	230,553.47	291,200.00	291,200.00
Expense					
Admin Expenses					
Employee Wages	3,172.66	3,189.00	32,841.61	38,272.00	38,272.00
Director	4,041.66	4,685.00	40,985.11	56,220.00	56,220.00
Chamber Support Staff	500.00	700.00	7,800.00	8,400.00	8,400.00
Health Stipend	1,254.19	1,000.00	7,784.80	12,000.00	12,000.00
Payroll Taxes	551.88	700.00	6,343.80	8,400.00	8,400.00
IRA Contribution	0.00	120.00	198.94	1,042.24	1,042.24
Meals	0.00	50.00	32.11	600.00	600.00
Professional Development	0.00	100.00	0.00	1,200.00	1,200.00
Total Admin Expenses	9,520.39	10,544.00	95,986.37	126,134.24	126,134.24
Operating Expenses					
Office Supplies	0.00	50.00	291.89	600.00	600.00
Dues/Subscriptions	119.40	0.00	1,068.44	2,050.00	2,050.00
Conferences/Registrations	0.00	250.00	561.66	2,600.00	2,600.00
Travel/Mileage	0.00	100.00	100.40	1,200.00	1,200.00
Postage	60.50	50.00	347.26	600.00	600.00
Rent	700.00	700.00	8,400.00	8,400.00	8,400.00
Insurance	0.00	110.05	1,791.61	1,320.60	1,320.60
Computer/Technology	177.12	100.00	674.46	2,100.00	2,100.00
Bank Fees/Charges	7.00	15.00	157.00	180.00	180.00
Storage Unit	65.00	65.00	945.00	780.00	780.00
Professional Fees	83.20	245.00	1,898.40	2,940.00	2,940.00
Total Operating Expenses	1,212.22	1,685.05	16,236.12	22,770.60	22,770.60
Red Baron Events-E					
Gun Show	0.00	0.00	0.00	6,000.00	6,000.00

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Craft Beer Fair	0.00	0.00	0.00	2,000.00	2,000.00
Easter Egg Hunt	0.00	0.00	0.00	500.00	500.00
Other Events	0.00	250.00	2,063.41	2,250.00	2,250.00
Total Red Baron Events-E	0.00	250.00	2,063.41	10,750.00	10,750.00
CVB Events-E					
Traveling Trivia	0.00	100.00	625.26	1,200.00	1,200.00
Mega Trivia	0.00	0.00	0.00	500.00	500.00
Haunted Tower	0.00	0.00	1,358.15	2,500.00	2,500.00
Other Events	25.00	100.00	971.96	2,250.00	2,250.00
Total CVB Events-E	25.00	200.00	2,955.37	6,450.00	6,450.00
Marketing Expenses					
Website/Development	389.45	300.00	7,321.39	8,300.00	8,300.00
Community Support	7,648.50	500.00	10,413.50	10,000.00	10,000.00
Vistor Guide	0.00	3,000.00	0.00	3,000.00	3,000.00
Tear off Maps	0.00	0.00	0.00	700.00	700.00
Red Baron Traditional Advert	0.00	1,500.00	1,426.27	18,000.00	18,000.00
Red Baron Digital Adv	0.00	500.00	2,000.00	6,000.00	6,000.00
Digital Billboard	0.00	1,800.00	0.00	7,200.00	7,200.00
CVB Traditional Advertising					
Cares Act Advertising	0.00		15,215.00		
CVB Traditional Advertising - Other	64.50	2,000.00	8,382.39	24,000.00	24,000.00
Total CVB Traditional Advertising	64.50	2,000.00	23,597.39	24,000.00	24,000.00
CVB Digital Advertising	2,100.00	500.00	7,698.00	6,000.00	6,000.00
Promotional Items	0.00	100.00	470.00	2,600.00	2,600.00
Print Materials	204.00	200.00	834.00	2,400.00	2,400.00
Marketing Expenses - Other	3,400.00		3,400.00		
Total Marketing Expenses	13,806.45	10,400.00	57,160.55	88,200.00	88,200.00
Improvement Projects	0.00	500.00	0.00	6,000.00	6,000.00
Miscellaneous	0.00	200.00	0.00	2,400.00	2,400.00
Total Expense	24,564.06	23,779.05	174,401.82	262,704.84	262,704.84
Net Ordinary Income	-6,295.76	1,820.95	56,151.65	28,495.16	28,495.16
Net Income	-6,295.76	1,820.95	56,151.65	28,495.16	28,495.16