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Cash Basis

Visit Marshall Profit & Loss Budget Performance October 2022

	Oct 22	Budget	Jan - Oct 22	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
Lodging Tax	20,840.22	16,000.00	149,512.36	116,000.00	146,000.00
Red Barron Contract	7,000.00	7,000.00	70,000.00	70,000.00	84,000.00
Red Baron Events					
Sticks & Stones Hockey/Curling	0.00	0.00	0.00	2,500.00	2,500.00
Craft Beer Fair	0.00	0.00	10,820.00	4,000.00	4,000.00
Youth Sports & Activity Expo	0.00	0.00	355.00	1,500.00	1,500.00
Other Events	160.00	0.00	600.00	1,500.00	2,000.00
Total Red Baron Events	160.00	0.00	11,775.00	9,500.00	10,000.00
CVB Events					
FAM TOUR - Hospitality	0.00	0.00	0.00	400.00	400.00
Haunted House	0.00	0.00	0.00	0.00	0.00
Mega Bingo	0.00	0.00	0.00	1,000.00	1,000.00
Traveling Trivia	0.00	0.00	0.00	0.00	0.00
Other Events	0.00	200.00	0.00	1,200.00	1,200.00
Total CVB Events	0.00	200.00	0.00	2,600.00	2,600.00
Prairie Jam Income					
Beer Sales	0.00		8,847.00		
Suite Sales	0.00		18,650.00		
Sponsorships	6,000.00		19,070.88		
Ticket Sales	980.00		960.00		
Total Prairie Jam Income	6,980.00		47,527.88		
Publications					
Visitors Guide	0.00	0.00	0.00	0.00	0.00
Total Publications	0.00	0.00	0.00	0.00	0.00
EMT Grant	0.00	0.00	15,000.00	15,000.00	15,000.00
Other Income	0.00	0.00	338.72	0.00	0.00
Total Income	34,980.22	23,200.00	294,153.96	213,100.00	257,600.00
Expense					
Admin Expenses					
Director	4,203.34	4,200.00	40,821.00	42,000.00	50,400.00
Employee Wages	3,325.00	3,492.00	36,750.00	35,592.00	42,576.00
Chamber Support Staff	350.00	350.00	3,500.00	3,500.00	4,200.00
Health Stipend	957.52	1,100.00	10,295.74	11,600.00	13,800.00
Payroll Taxes	593.20	600.00	6,470.47	6,000.00	7,200.00
IRA Contribution	225.86	250.00	2,222.15	2,500.00	3,000.00
Meals	12.62	50.00	937.41	500.00	600.00
Professional Development	0.00	100.00	35.37	1,000.00	1,200.00

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Total Admin Expenses	9,667.54	10,142.00	101,032.14	102,692.00	122,976.00
Operating Expenses					
Conferences/Registrations	140.00	150.00	1,397.04	1,500.00	1,800.00
Travel/Mileage	530.60	250.00	2,940.58	2,500.00	3,000.00
Dues/Subscriptions	0.00	100.00	1,642.58	1,000.00	1,200.00
Office Supplies	23.50	50.00	631.15	500.00	600.00
Chamber Membership, YP & WC	520.00	495.00	535.00	495.00	495.00
Postage	0.00	50.00	373.08	500.00	600.00
Internet/Phone	101.99	50.00	303.97	500.00	600.00
Insurance	0.00	0.00	1,334.62	1,950.00	1,950.00
Rent	400.00	400.00	4,000.00	4,000.00	4,800.00
Printer	81.85	100.00	1,460.02	1,000.00	1,200.00
Computer/Technology	0.00	50.00	1,158.58	2,000.00	2,100.00
Bank Fees/Charges	53.38	15.00	646.26	150.00	180.00
Storage Unit	75.00	65.00	670.00	650.00	780.00
Professional Fees	91.70	100.00	2,351.60	1,000.00	1,200.00
Total Operating Expenses	2,018.02	1,875.00	19,444.48	17,745.00	20,505.00
Red Baron Events-E					
Sticks & Stones Hockey/Curling	0.00	0.00	0.00	2,000.00	2,000.00
Craft Beer Fair	0.00	0.00	6,549.76	3,000.00	3,000.00
Home & Outdoor Living Show	0.00	0.00	900.00	750.00	750.00
Mega Bingo	0.00	0.00	0.00	1,000.00	1,000.00
Youth Sports & Activity Expo	0.00	0.00	470.96	1,500.00	1,500.00
Other Events	0.00	0.00	30.00	1,000.00	1,000.00
Total Red Baron Events-E	0.00	0.00	7,950.72	9,250.00	9,250.00
CVB Events-E					
Medallion Hunt	0.00	50.00	0.00	150.00	200.00
Fam Tour	0.00	0.00	0.00	500.00	500.00
City of Marshall 150th	0.00	0.00	0.00	1,050.00	1,050.00
Traveling Trivia	0.00	0.00	0.00	0.00	0.00
Haunted Tower	0.00	0.00	0.00	0.00	0.00
Other Events	0.00	250.00	0.00	2,050.00	2,250.00
Total CVB Events-E	0.00	300.00	0.00	3,750.00	4,000.00
Prairie Jam Expense					
Artist/Event	0.00		106,875.00		
Event Advertising	3,975.23		4,671.49		
Drink Sales	4,567.12		4,611.92		
Other Prairie Jam Expense	1,348.96		4,169.10		
Total Prairie Jam Expense	9,891.31		120,327.51		
Marketing Expenses					

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Tourism Grant	2,350.00	1,500.00	16,360.00	15,000.00	18,000.00
Website/Development	178.00	300.00	2,395.51	3,000.00	3,600.00
Tourism Grant in Kind Marketing	708.23	1,000.00	7,872.43	8,500.00	10,000.00
SMSU Athletic Sponsorship	0.00	0.00	0.00	0.00	5,000.00
Community Support	0.00	0.00	0.00	0.00	0.00
Marshall Radio	475.00	475.00	6,729.00	4,750.00	5,700.00
Vistor Guide	0.00	0.00	0.00	2,000.00	2,000.00
Tear off Maps	0.00	0.00	369.69	700.00	700.00
Red Baron Traditional Advert	229.00	650.00	5,721.29	6,500.00	7,800.00
Red Baron Digital Adv	0.00	300.00	0.00	3,000.00	3,600.00
Digital Billboard	3,000.00	0.00	12,000.00	9,000.00	12,000.00
CVB Traditional Advertising	2,547.00	1,000.00	23,997.59	12,000.00	14,000.00
CVB Digital Advertising	1,300.00	1,500.00	15,885.63	15,000.00	18,000.00
Promotional Items	15.00	100.00	1,469.00	1,000.00	1,200.00
Print Materials	200.00	200.00	6,096.02	2,000.00	2,400.00
Marketing Expenses - Other	0.00	0.00	0.00	0.00	0.00
Total Marketing Expenses	11,002.23	7,025.00	98,896.16	82,450.00	104,000.00
Total Expense	32,579.10	19,342.00	347,651.01	215,887.00	260,731.00
Net Ordinary Income	2,401.12	3,858.00	-53,497.05	-2,787.00	-3,131.00
Net Income	2,401.12	3,858.00	-53,497.05	-2,787.00	-3,131.00