

Johnson County Tourism Association Profit & Loss Budget vs. Actual-Board Report July 2021 through June 2022

| 58% | <u>Jan 22</u> | <u>To Date</u> | <u>Budget</u> | <u>\$ Remaining</u> |
|---------------------------------------|-----------------|-------------------|-------------------|---------------------|
| Income | | | | |
| Interest Earned | 0.00 | 1,152.34 | 1,500.00 | 347.66 |
| Lodging Tax Collections | 0.00 | 214,749.09 | 165,000.00 | -49,749.09 |
| Total Income | <u>0.00</u> | <u>215,901.43</u> | <u>166,500.00</u> | <u>-49,401.43</u> |
| Expense | | | | |
| Marketing | | | | |
| Strategic Plan/Brand Development-BEST | 0.00 | 7,630.00 | 100,000.00 | 92,370.00 |
| Community Grants | 6,310.00 | 20,814.99 | 23,350.00 | 2,535.01 |
| Kaycee Chamber of Commerce | 0.00 | 5,000.00 | 5,000.00 | 0.00 |
| Total Advertising | 0.00 | 8,580.00 | 30,000.00 | 21,420.00 |
| Billboards | | | | |
| Leases-Lamar/Yesco | 1,730.00 | 22,411.00 | | -22,411.00 |
| Lighting | 73.55 | 291.42 | | -291.42 |
| Maintenance/Repairs/Design | 0.00 | 9,690.00 | | -9,690.00 |
| Total Billboards | <u>1,803.55</u> | <u>32,392.42</u> | <u>47,660.00</u> | <u>15,267.58</u> |
| Total Marketing | 8,113.55 | 74,417.41 | 206,010.00 | 131,592.59 |
| Operations | | | | |
| Conferences | 0.00 | 0.00 | 5,000.00 | 5,000.00 |
| Office Supplies | 22.52 | 327.41 | 2,500.00 | 2,172.59 |
| Insurance | 0.00 | 100.00 | 100.00 | 0.00 |
| Dues/Subscriptions/Partnerships | 0.00 | 200.00 | 2,000.00 | 1,800.00 |
| JCTA Projects | 0.00 | 0.00 | 19,700.00 | 19,700.00 |
| Total Operations | <u>22.52</u> | <u>627.41</u> | <u>29,300.00</u> | <u>28,672.59</u> |
| Staffing | | | | |
| Administration | 900.00 | 4,300.00 | 7,200.00 | 2,900.00 |
| Total Staffing | <u>900.00</u> | <u>4,300.00</u> | <u>7,200.00</u> | <u>2,900.00</u> |
| Total Expense | <u>9,036.07</u> | <u>79,344.82</u> | <u>242,510.00</u> | <u>163,165.18</u> |
| | -9,036.07 | 136,556.61 | -76,010.00 | -212,566.61 |
| | | | | |
| Grant income | 0.00 | 63,540.82 | 63,541.00 | -0.18 |
| Grant Expenditures | 0.00 | 61,750.40 | 63,541.00 | -1,790.60 |

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| | 58% | <u>% of Budget</u> |
|---------------------------------------|-----|--------------------|
| Income | | |
| Interest Earned | | 76.82% |
| Lodging Tax Collections | | 130.15% |
| Total Income | | <u>129.67%</u> |
| Expense | | |
| Marketing | | |
| Strategic Plan/Brand Development-BEST | | 7.63% |
| Community Grants | | 89.14% |
| Kaycee Chamber of Commerce | | 100.0% |
| Total Advertising | | 28.6% |
| Billboards | | |
| Leases-Lamar/Yesco | | |
| Lighting | | |
| Maintenance/Repairs/Design | | |
| Total Billboards | | <u>67.97%</u> |
| Total Marketing | | 36.12% |
| Operations | | |
| Conferences | | 0.0% |
| Office Supplies | | 13.1% |
| Insurance | | 100.0% |
| Dues/Subscriptions/Partnerships | | 10.0% |
| JCTA Projects | | 0.0% |
| Total Operations | | <u>2.14%</u> |
| Staffing | | |
| Administration | | 59.72% |
| Total Staffing | | <u>59.72%</u> |
| Total Expense | | <u>32.72%</u> |
| | | |
| Grant income | | 100.0% |
| | | |
| Grant Expenditures | | 97.18% |