

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

75%	<u>Mar 22</u>	<u>To Date</u>	<u>Budget</u>	<u>\$ Remaining</u>
<b>Income</b>				
Interest Earned	0.00	1,686.38	1,500.00	-186.38
Lodging Tax Collections	0.00	233,562.54	165,000.00	-68,562.54
<b>Total Income</b>	<b>0.00</b>	<b>235,248.92</b>	<b>166,500.00</b>	<b>-68,748.92</b>
<b>Expense</b>				
<b>Marketing</b>				
Strategic Plan/Brand Developmen	3,600.00	11,230.00	100,000.00	88,770.00
Community Grants	1,000.00	22,260.05	23,350.00	1,089.95
Kaycee Chamber of Commerce	0.00	5,000.00	5,000.00	0.00
Advertising	2,973.34	11,553.34	30,000.00	18,446.66
<b>Billboards</b>				
Leases-Lamar/Yesco	580.00	27,727.00		-27,727.00
Lighting	0.00	329.99		-329.99
Maintenance/Repairs/Design	0.00	9,690.00		-9,690.00
<b>Total Billboards</b>	<b>580.00</b>	<b>37,746.99</b>	<b>47,660.00</b>	<b>9,913.01</b>
<b>Total Marketing</b>	<b>8,153.34</b>	<b>87,790.38</b>	<b>206,010.00</b>	<b>118,219.62</b>
<b>Operations</b>				
Conferences	0.00	0.00	5,000.00	5,000.00
Office Supplies	60.60	456.41	2,500.00	2,043.59
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
<b>Total Operations</b>	<b>60.60</b>	<b>756.41</b>	<b>29,300.00</b>	<b>28,543.59</b>
<b>Staffing</b>				
Administration	900.00	5,500.00	7,200.00	1,700.00
<b>Total Staffing</b>	<b>900.00</b>	<b>5,500.00</b>	<b>7,200.00</b>	<b>1,700.00</b>
<b>Total Expense</b>	<b>9,113.94</b>	<b>94,046.79</b>	<b>242,510.00</b>	<b>148,463.21</b>
	-9,113.94	141,202.13	-76,010.00	-217,212.13
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

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

	75%	<u>% of Budget</u>
<b>Income</b>		
Interest Earned		112.43%
Lodging Tax Collections		141.55%
<b>Total Income</b>		<u>141.29%</u>
<b>Expense</b>		
<b>Marketing</b>		
Strategic Plan/Brand Developmen		11.23%
Community Grants		95.33%
Kaycee Chamber of Commerce		100.0%
Advertising		38.51%
<b>Billboards</b>		
Leases-Lamar/Yesco		
Lighting		
Maintenance/Repairs/Design		
<b>Total Billboards</b>		<u>79.2%</u>
<b>Total Marketing</b>		42.62%
<b>Operations</b>		
Conferences		0.0%
Office Supplies		18.26%
Insurance		100.0%
Dues/Subscriptions/Partnerships		10.0%
JCTA Projects		0.0%
<b>Total Operations</b>		<u>2.58%</u>
<b>Staffing</b>		
Administration		76.39%
<b>Total Staffing</b>		<u>76.39%</u>
<b>Total Expense</b>		<u>38.78%</u>
<b>Grant income</b>		100.0%
<b>Grant Expenditures</b>		97.18%