

Johnson County Tourism Association Profit & Loss Budget vs. Actual-Board Report July 2022 through June 2023

42%	<u>Nov 22</u>	<u>To Date</u>	<u>Budget</u>	<u>\$ Remaining</u>	<u>% of Budget</u>
Income					
Interest Earned	0.00	-279.27	2,000.00	2,279.27	-13.96%
Lodging Tax Collections	31,207.56	194,793.79	165,000.00	-29,793.79	118.06%
Total Income	<u>31,207.56</u>	<u>194,514.52</u>	<u>167,000.00</u>	<u>-27,514.52</u>	<u>116.48%</u>
Expense					
Marketing					
Strategic Plan/Brand Developmen	0.00	3,600.00		-3,600.00	
Community Grants	1,410.40	7,006.00	20,399.60	13,393.60	34.34%
Chamber of Commerce					
Buffalo	0.00	0.00	6,000.00	6,000.00	0.0%
Kaycee	0.00	5,000.00	5,000.00	0.00	100.0%
Total Chamber of Commerce	<u>0.00</u>	<u>5,000.00</u>	<u>11,000.00</u>	<u>6,000.00</u>	<u>45.46%</u>
Advertising	1,995.00	4,995.00	30,000.00	25,005.00	16.65%
Billboards	3,031.00	16,298.07	56,000.00	39,701.93	29.1%
Total Marketing	<u>6,436.40</u>	<u>36,899.07</u>	<u>117,399.60</u>	<u>80,500.53</u>	<u>31.43%</u>
Operations					
Conferences	0.00	2,500.00	5,000.00	2,500.00	50.0%
Office Supplies	55.56	425.01	2,500.00	2,074.99	17.0%
Insurance	0.00	100.00	100.00	0.00	100.0%
Dues/Subscriptions/Partnerships	0.00	0.00	200.00	200.00	0.0%
JCTA Projects	0.00	0.00	23,200.00	23,200.00	0.0%
Total Operations	<u>55.56</u>	<u>3,025.01</u>	<u>31,000.00</u>	<u>27,974.99</u>	<u>9.76%</u>
Staffing					
Administration	350.00	1,400.00	80,000.00	78,600.00	1.75%
Total Staffing	<u>350.00</u>	<u>1,400.00</u>	<u>80,000.00</u>	<u>78,600.00</u>	<u>1.75%</u>
Total Expense	<u>6,841.96</u>	<u>41,324.08</u>	<u>228,399.60</u>	<u>187,075.52</u>	<u>18.09%</u>
	24,365.60	153,190.44	-61,399.60	-214,590.04	
Grant income	<u>0.00</u>	<u>0.00</u>	<u>20,000.00</u>	<u>20,000.00</u>	<u>0.0%</u>
Grant Expenditures					
1% visitor center					
Sub Contractor	0.00	8,209.88		-8,209.88	
1% visitor center - Other	280.00	1,474.83		-1,474.83	
Total 1% visitor center	<u>280.00</u>	<u>9,684.71</u>	<u>20,000.00</u>	<u>10,315.29</u>	