

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

50%	Dec 22	To Date	Budget	S Remaining	% of Budget
Income					
Interest Earned	0.00	311.31	2,000.00	1,688.69	15.57%
Lodging Tax Collections	16,771.61	211,565.40	165,000.00	-46,565.40	128.22%
Total Income	16,771.61	211,876.71	167,000.00	-44,876.71	126.87%
Expense					
Marketing					
Strategic Plan/Brand Developmen	3,980.00	7,580.00		-7,580.00	
Community Grants	0.00	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	0.00	5,000.00	11,000.00	6,000.00	45.46%
Advertising	8,265.00	13,260.00	30,000.00	16,740.00	44.2%
Billboards	4,216.26	20,514.33	56,000.00	35,485.67	36.63%
Total Marketing	16,461.26	53,360.33	117,399.60	64,039.27	45.45%
Operations					
Conferences	548.18	3,048.18	5,000.00	1,951.82	60.96%
Office Supplies	6.30	431.31	2,500.00	2,068.69	17.25%
Insurance	0.00	100.00	100.00	0.00	100.0%
Dues/Subscriptions/Partnerships	0.00	0.00	200.00	200.00	0.0%
Total JCTA Projects	0.00	0.00	23,200.00	23,200.00	0.0%
Total Operations	554.48	3,579.49	31,000.00	27,420.51	11.55%
Staffing					
Administration	350.00	1,750.00	80,000.00	78,250.00	2.19%
Total Staffing	350.00	1,750.00	80,000.00	78,250.00	2.19%
Total Expense	17,365.74	58,689.82	228,399.60	169,709.78	25.7%
	-594.13	153,186.89	-61,399.60	-214,586.49	
Grant income	0.00	0.00	20,000.00	20,000.00	0.0%
Grant Expenditures					
1% visitor center					
Sub Contractor	0.00	8,209.88		-8,209.88	
1% visitor center - Other	0.00	1,474.83		-1,474.83	
Total 1% visitor center	0.00	9,684.71	20,000.00	10,315.29	48.42%