

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

66%	<u>Feb 23</u>	<u>To Date</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income					
Interest Earned	0.00	2,365.61	2,000.00	-365.61	118.28%
Lodging Tax Collections	6,005.35	226,313.61	165,000.00	-61,313.61	137.16%
Total Income	<u>6,005.35</u>	<u>228,679.22</u>	<u>167,000.00</u>	<u>-61,679.22</u>	<u>136.93%</u>
Expense					
Marketing					
Strategic Plan/Brand Developmen	0.00	7,580.00		-7,580.00	100.0%
Community Grants	1,747.00	11,753.00	20,399.60	8,646.60	57.61%
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	4,647.00	18,537.00	30,000.00	11,463.00	61.79%
Billboards	3,405.57	29,765.07	56,000.00	26,234.93	53.15%
Total Marketing	<u>9,799.57</u>	<u>72,635.07</u>	<u>117,399.60</u>	<u>44,764.53</u>	<u>61.87%</u>
Operations					
Conferences	695.49	4,613.31	5,000.00	386.69	92.27%
Office Supplies	28.84	475.75	2,500.00	2,024.25	19.03%
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>724.33</u>	<u>5,189.06</u>	<u>31,000.00</u>	<u>25,810.94</u>	<u>16.74%</u>
Staffing					
Administration	350.00	2,450.00	80,000.00	77,550.00	3.06%
Total Staffing	<u>350.00</u>	<u>2,450.00</u>	<u>80,000.00</u>	<u>77,550.00</u>	<u>3.06%</u>
Total Expense	<u>10,873.90</u>	<u>80,274.13</u>	<u>228,399.60</u>	<u>148,125.47</u>	<u>35.15%</u>
	-4,868.55	148,405.09	-61,399.60	-209,804.69	
Grant income					
1% Funds	10,162.76	10,162.76	20,000.00	9,837.24	50.81%
Grant Expenditures					
1% visitor center					
Sub Contractor	0.00	8,209.88			
1% visitor center - Other	0.00	1,474.83			
Total 1% visitor center	<u>0.00</u>	<u>9,684.71</u>	<u>20,000.00</u>	<u>10,315.29</u>	<u>48.42%</u>