

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

75%	<u>Mar 23</u>	<u>To Date</u>	<u>Budget</u>	<u>\$ Remaining</u>	<u>% of Budget</u>
Income					
Interest Earned	0.00	3,125.74	2,000.00	-1,125.74	156.29%
Lodging Tax Collections	5,967.36	232,280.97	165,000.00	-67,280.97	140.78%
Total Income	<u>5,967.36</u>	<u>235,406.71</u>	<u>167,000.00</u>	<u>-68,406.71</u>	<u>140.96%</u>
Expense					
Marketing					
Strategic Plan/Brand Developmen	1,800.00	9,380.00		-9,380.00	100.0%
Community Grants	0.00	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>
Total Advertising	<u>9,778.22</u>	<u>28,315.22</u>	<u>30,000.00</u>	<u>1,684.78</u>	<u>94.38%</u>
Billboards	4,018.26	33,783.33	56,000.00	22,216.67	60.33%
Total Marketing	<u>15,596.48</u>	<u>88,231.55</u>	<u>117,399.60</u>	<u>29,168.05</u>	<u>75.16%</u>
Operations					
Conferences	802.45	5,415.76	5,000.00	-415.76	108.32%
Office Supplies	2,219.88	2,695.63	2,500.00	-195.63	107.83%
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%
Operations - Other	150.78	150.78		-150.78	100.0%
Total Operations	<u>3,173.11</u>	<u>8,362.17</u>	<u>31,000.00</u>	<u>22,637.83</u>	<u>26.98%</u>
Staffing					
Total Staff/employees	0.00	1,641.32		-1,641.32	100.0%
Administration	1,250.00	3,700.00	80,000.00	76,300.00	4.63%
Total Staffing	<u>1,250.00</u>	<u>5,341.32</u>	<u>80,000.00</u>	<u>74,658.68</u>	<u>6.68%</u>
Total Expense	<u>20,019.59</u>	<u>101,935.04</u>	<u>228,399.60</u>	<u>126,464.56</u>	<u>44.63%</u>
	-14,052.23	133,471.67	-61,399.60	-194,871.27	-217.38%
Grant income					
1% Funds	0.00	10,162.76	20,000.00	9,837.24	50.81%
Grant Expenditures					
1% visitor center					
Sub Contractor	0.00	8,209.88		-8,209.88	100.0%
1% visitor center - Other	0.00	1,474.83		-1,474.83	100.0%
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>